

PRINTERS' INK

Registered U. S. Patent Office
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185 Madison Avenue, New York City

VOL. CXIX, No. 12 NEW YORK, JUNE 22, 1922 10c & Copy



B. A. I. S. 1922 with
N. W. Ayer & Son

Makes the Foods
you like best, taste better

"Please Pass the Gulden's"

THE streaks of human nature, common to poet and plowman, captain and cabin boy, are what make mass selling possible and advertising profitable.

Whether one is a Michelangelo, painter of angels, or a Mike Murphy, painter of houses; a Wm. Shakespeare, writer of plays, or a Wm. Baggs, public stenographer; an Augustus St. Gaudens, sculptor, or a Gus St. Claire, hewer of stone, each of us responds to the seductive appeal of appetizing food.

This is the basic trait recognized and used in writing the advertising of Charles Gulden, Inc., New York, makers of Gulden's Mustard, the condiment that "makes the foods you like best, taste better."

Mustard riding by itself would scarce "Implore the passing tribute of a sigh," but coupled to tantalizing word pictures and drawings of dishes made savory with a soupcon of Gulden's, and lo! feet are started store-ward and purse strings loosed.

Making advertising "jell" requires more than a formula.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

Its sole purpose is to direct Buyers to sources of supply.

Descriptive matter therein answers Buyers' inquiries at the important moment when they are in the market.

Costs for One Time a Year—Works Every Day in the Year



UNABRIDGED—

Aims at completeness, irrespective of advertising or subscription patronage.

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

98% Paid Circulation

The only Reference Guide of its kind in the "Paid" Class. All others now largely distributed free. The important concerns throughout the United States and abroad want it, order it, and pay for it, especially to save the time and trouble of looking elsewhere for such information. It is constantly consulted throughout the year by their executives, purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

THOMAS PUBLISHING COMPANY
461—8th Ave. New York City

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXIX

NEW YORK, JUNE 22, 1922

No. 12

When the Manufacturer Sells His Product and the Dealer's Service to the Consumer

How a Direct Service Factory-to-Consumer Helps Sell Mott Equipment through Architect, Contractor, Wholesaler and Retailer

By Roland Cole

WHEN the manufacturer gives a discount to the dealer on sales made direct from manufacturer to consumer, how much free service to the consumer will the traffic bear?

Or put it this way: Not long ago a man living on a farm became interested in an advertisement of an oil-burning water heater. His coal range was equipped with a water front and provided hot water in ample quantity during winter. He thought to avoid the burning of coal in summer by attaching a kerosene heater to his hot-water boiler.

This man lived near a small town in which there was located a plumber and hardware dealer combined in one. The dealer had an oil heater in stock, not the kind advertised. But he saw no reason, he told the prospective customer, why the heater he had in stock would not do the work as well as the advertised heater. Whereupon the prospect was inclined to buy the plumber's heater for no better reason than that it was all ready to be taken out and attached. In addition it looked all right, the plumber liked it and guaranteed it to heat water quickly, and the prospect wanted to deal with the local man all he could. He was about to say, "All right, send it out," when the

plumber interrupted him with, "Think it over for a few days and let me know."

As the prospective customer was in no hurry he took the dealer's advice and went home to think about it. An examination of the advertising sections of two or three agricultural periodicals led him to write letters of inquiry to three manufacturers of water heaters. Two replied with literature and form letters. One of the two informed him that he could buy "through any dealer," while the other gave him the names of dealers in nearby towns, all of them too far away for the man to call on in person.

The third manufacturer wrote the man a special letter (a form, individually typed), described the heater and explained that it was made in several styles and sizes. If the man cared to answer a simple questionnaire about his hot water requirements, the manufacturer said he would be glad to recommend a particular size and style and send along a suggestion for placing it. The questionnaire was enclosed with the letter, therefore he filled it out and mailed it back.

By return mail he received a reply with a small blueprint showing boiler and range with the company's hot-water heater placed between them and instructions for

connecting it noted thereon. The latter described the size and style of heater required to heat the prospect's boiler, quoted a price, and offered to ship the heater direct to the prospect and credit his local dealer with the commission. This left the prospect two simple things to do in order to turn the transaction at once into

The manufacturer would tell the dealer what fittings would be required.

On what basis did this heater manufacturer arrive at the amount of service he could afford to give consumer and dealer for the chance to make a \$25 sale? In the incident described, the only service required of the dealer was a willingness to co-operate. Where the manufacturer has an established dealer connection, he writes the prospect that the dealer will supply the service.

Manufacturers in a number of lines are much concerned about the question involved in the foregoing incident for the reason that the dealer is often inclined to criticize the manufacturer for going over the dealer's head to the consumer. A dealer, for example, establishes himself in a town and becomes successful. It takes him a great many years to build up his business. He is successful through his own efforts. He handles the lines and quality of merchandise which he believes are best suited to his local market.

Along comes a manufacturer of a new product. The dealer declines to put it in stock. Thereupon the manufacturer advertises and creates a demand for his article in that merchant's locality. He frequently offers the consumer a free service, sometimes through the dealer and sometimes direct. Occasionally a dealer will be found who resents the manufacturer's efforts to force the local merchant's hand and will not give co-operation of a kind that will help close a sale. If the sale is made direct and a check for commission mailed to the dealer, he accepts it but does not always change his attitude toward the manufacturer or the principle underlying the transaction. For this reason manufacturers question how much free service is advisable and wonder whether the money spent that way is not frequently wasted and whether it could not be spent to better advantage in other ways.

The amount of money involved in the sale has something to do with the amount of free service

MOTT Established 1828



Without Legs—

Authorities may differ in regard to the exact height, but there is no question as to the advantages of the sink without legs, where height is entirely optional. The unobstructed floor has an irresistible appeal. It is in line with modern ideas. The wall hung sink is entirely practicable and it has come to stay.

Of course, adjustable legs are furnished if desired, but Mott Exam-

ined Free Kitchen Sinks of all sizes are designed to hang on any type of wall with absolute security and without legs.

The same high quality and moderate prices that characterize Mott Bathroom Equipment are evident in Mott kitchen sinks. Write for full description and prices.

Address Department B

THE J. L. MOTT IRON WORKS, TRENTON, N. J.

New York, Fifth Avenue and Seventeenth Street

Branch Offices and Showrooms

Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.	Albany, N. Y.
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COPY IN WOMEN'S PUBLICATIONS PRESENTS LATEST DEVELOPMENTS IN PLUMBING FIXTURES

a sale: (1) Fill out an order form and mail it to the manufacturer. He could attach a check if he wished, in which case the manufacturer would see that the local dealer received his commission; or he could have the heater charged to the dealer. (2) Mail the blueprint to the dealer when the heater was received, with a request to come out and attach it.

Write now for Free Book—
"Florida's Food-Fruits"
 Tells how to select and quality in order more delicious eating. Includes the high level values in citrus and food value, and the best methods of preparation, storage and distribution.

Florida Citrus Exchange
 1015 S. Orange Ave., Tampa, Florida



"Living Links"

Christian Herald readers in an Ohio town of 1500 have organized a "Herald Club" to promote community welfare, clean politics and to develop the influences created by the Christian Herald.

This idea is rapidly spreading all over the country.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

A. W. Brownell, *Adv. Mgr.*

that should be given, but not very much. Almost always, the thing that manufacturers look upon as of greatest importance is, how may the free service be given so as to be of greatest use to the consumer and, at the same time, win the dealer. With all respect to the dealer and his wishes, the manufacturer is in business to stay and the dealer who is obstinate or antagonistic must be shown how co-operation will profit him as well as the others concerned.

Conditions in some lines are more difficult than others. They are far from being ideal in the plumbing and heating industry. In certain respects, this might be regarded as a hard field. Probably many who read these words will congratulate themselves that their particular industry has reached a higher state of development than the industry referred to. But a number of happy changes have been brought about during the last few years. There are difficulties still, and poignant ones, but a few vexing problems have been solved and among the latter are some that offer many suggestions to those in other lines. It is with this idea in mind that the following explanation is here set down regarding the work of The J. L. Mott Iron Works, of Trenton, N. J., makers of plumbing fixtures.

One of the most notable developments in the plumbing industry is the excellent quality of service to the consumer now offered by the manufacturer. No doubt many manufacturers in other lines may learn much from the experience of the Mott company, more especially because the company's policy is based on co-operation with every factor in the field—architect, wholesaler and contractor-dealer. To understand the plumbing fixture manufacturer's point of contact with the consumer, the reader should consider the various ways in which inquiries from consumers are ordinarily treated.

Many manufacturers, selling through dealers, receive a great many letters from consumers.

They are looked upon as a nuisance in some offices and are gathered together once a day or once a week and mailed out like so many shavings to dealers and special representatives. Sometimes a postal card acknowledgment or form letter is sent—curt, impersonal and non-committal.

There are other concerns where a letter from a customer is looked upon as a great opportunity.

A house-owner desires to remodel his kitchen or bathroom. He hesitates to employ an architect. Remodeling seems, after all, only a matter of replacing old fixtures with new. Several days' consideration of the question brings him to his local plumber or leads him to tour all the plumbing shops in town. The plumber shows him whatever he has in stock and, in lieu of what he has not, pictures in makers' catalogues. The talk is of style numbers, price per fixture and "the job." The original desire for beauty which inspired the house-owner in the beginning has been driven out by the sight of plumbers' stockrooms and men in overalls.

He comes at last to a point of despair, and settles the matter quickly by ordering one No. C 42961, one No. XD 631, and so forth, from the plumber, or he happens upon an advertisement of the manufacturer and writes him a letter.

SERVICE TO THE INQUIRER

As a result of the correspondence thus started he would receive from the designing department of the Mott company a blueprint of his bathroom and kitchen with a neat portfolio of fixture illustrations, full information on every question asked, and prices. He would be invited to visit one of the company's showrooms located in thirty-four cities, where he could see model bathrooms and kitchens, and should he decide to buy, the fixtures would be supplied through and installed by his plumber, if he wished.

Not only does the company extend this service to the consumer
(Continued on page 140)



"Don't yuh shave the mustash"

"I think I'll let it grow."

"Say, you ain't got any more mustash than a snake has hips."

When the older boy gives the younger his first shave, there's always an examination of the razor and admiration expressed.

What a golden opportunity to invest in futures **AMERICAN BOY** readers are fast approaching whiskers. A razor advertisement written exclusively for them appeals to their pride. A logical argument now will go mighty far toward determining the razor they will select a few months hence. And that goes for shaving brushes, soap, talcum powder and soothing lotions, too!

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine
for Boys in All the World"

has an eager audience of over half a million healthy young hyenas averaging $15\frac{1}{2}$ to 16 years old. Enthusiasm planted in them now will bear profits for life. Copy for the September issue should reach us not later than July 20.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

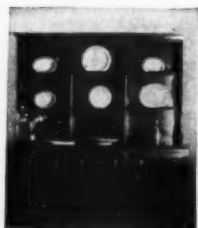
When a product is finished to individual taste

The advertising of this manufacturer is building sales by changing buying habits

The Erskine-Danforth Corporation for many years have manufactured fine furniture. Decorated in color and finish of the buyer's choice, a highly specialized service is involved—an integral part of their selling idea.

This situation presented a definite advertising problem: the problem of selling the public on Danersk furniture not only as furniture but as a perfect medium for the expression of individuality; it was important that the consumer or decorator be persuaded to the new habit of establishing direct, personal contact with the manufacturer.

The sincerity and soundness of Danersk advertising have registered with consumers and decorators the quality and service—the "hidden values"—of Danersk decorative furniture; and increasing numbers of America's leading decorators are using it in developing rooms of true originality at moderate cost.





Danersk decorative furniture

AFTER all, the final test is, does the client come back year after year? Among the trade, many of our best accounts today started with us the first year of our existence. In the two best months of last year 67% of our orders were from former customers. Is it not fair to assume that those who originate ideas, and are complimented by the direct following of a host of imitators, are a pretty good source for you in seeking furniture that you can depend on to satisfy your clients?

A knowledge of correct construction on the part of a professional decorator is essential. In order that he be a judge of price he must know the difference between gloriole mortise and tenon joint or flimsy dowel construction. It is only too easy to copy at half the cost the designs produced by a workman of integrity. Indifference and a blind trust in appearances and price leads only to pitfalls and dissatisfaction.



Ship MARGARET of Salem, leaving Trieste, 1892. The hidden romance of the sea has written deep into being an old "Sherraton" style brought to our shores in the days of the famous clipper ships of Salem.

We have an expert trained in the Government Forest Products Laboratories whose only duty is their condition in process of manufacture into furniture.

Your own color schemes and fabrics are worked out and applied without added charge. Decorators and their clients are always welcome.

Call one of one of our salesmen

ERSKINE-DANFORTH CORPORATION
 315 N. Michigan Ave. Chicago
 3 West 47th Street, New York
 643 South Olive St. Los Angeles

It has been the privilege of the J. Walter Thompson Company to co-operate with the Erskine-Danforth Corporation in presenting Danersk Decorative Furniture to the public.

Our long experience in overcoming advertising difficulties may be of value to you. J. Walter Thompson Company, New York, Chicago, Boston, Cincinnati, Cleveland, London.

Uniting Footwork and System in Laying Out Salesmen's Day

How Half an Hour a Day in Actual Presence of Buying Power Was Increased to Three

By C. M. Harrison

WHILE readjusting things to meet harder selling conditions, the General Fireproofing Company made the astounding discovery that some of its salesmen were trying to gain a good living by doing less than thirty minutes' work a day.

This did not mean that they appeared at the office at 1 o'clock, worked until 1:30 and left in time to reach the ball park to see the teams warm up. Quite the contrary. They got to work at 8:30 in the morning and left for home at 5:30 or 6 o'clock in the afternoon. But their day, on being analyzed, was found to contain less than thirty minutes' actual productive effort before the potential buying power that was brought out by the company's advertising.

The problem, which is one of the most vital in sales management, was handled by putting in a system requiring the salesmen to lay out each day's activities through making appointments, by telephone or otherwise, with their prospects. According to Arthur C. Tobin, Chicago manager of the company, which makes steel office furniture and record cabinets, the outcome has been that a salesman now has all the way from twelve to fifteen productive interviews during the day, as against from three to five under the old deal. Instead of thirty minutes in the actual presence of their buying power, the average has been increased from two and a half to three hours. The latter figure Mr. Tobin regards as "a big day's work" for any salesman.

How does the General Fireproofing Company work this appointment proposition so as not to cause resentment? There is no question at all that the American business man, taking him as a

whole, does not like to be approached over the telephone by a salesman, who perhaps is a stranger to him, and asked for an appointment. European sales managers find their work simplified because it is quite the thing over there to make appointments with buyers. Especially is this so in England, where the appointments, once made, are rigorously observed.

AS IT IS DONE IN ENGLAND

The head of a New York concern, on a visit to his London selling office, did not know of this custom. He was surprised to find on his selling force a dignified individual dressed right up to the minute with all the trimmings, including silk hat, frock coat, spats, and so on. He was so splendid and correct down to the finest detail that the manufacturer had visions of his being on the payroll for a fancy amount. He sought his manager for an explanation.

"Who is the fellow with the silk hat?" he asked.

"Oh, don't be alarmed," his manager reassured him. "He is getting only three pounds a week. I have him here to go around and see the clerks who make appointments for me and the other men to see the principals who do the buying. Personally I am dated up for four days ahead right now. It is a good system."

The sales manager in question had sold goods in America for years before going to London. He knew the buying customs, therefore, of both countries. He says that on account of the appointment system, selling in England is at least fifty per cent easier than in America. Mr. Tobin, who also has sold goods in Europe, says the same thing.

"There are, however, certain

MY STORY

Told by a 24-Sheet
to
Post You on Posting

Just published—and yours for the asking. The edition
is limited, so please claim your copy soon.



"MY STORY" is a complete guide-book to this least understood of all important advertising mediums. Touched generously with humor thruout, it treats of the history, evolution and achievements of posters, and is an essential addition to every library of business and advertising.

This readable and enjoyable source-book of poster information is printed on antique paper, liberally illustrated, and bound in black-and-gold board covers. It is published for general sale at \$1.00 a copy, but a complimentary copy is being sent free of charge to every sales or advertising executive of an advertiser who requests it.

IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada
8 West 40th Street, New York City*

Chicago

Pittsburgh

things that have to be done in order that a proper foundation may be laid for this kind of selling," Mr. Tobin says. "You must know your field thoroughly and centre your efforts on the biggest potential buying power. In selling our goods we need to see the man in charge of a company's records, who would most likely be the secretary or treasurer. Or we have to call on the purchasing agent. It is easy to ascertain the names of such officials by telephone. And then there are the prospects directly produced by our advertising.

"During the depression there was created a dammed-up market for our goods. Once we began capitalizing on this accumulation, actual selling was easy—after contact was established. But in making the contact we found we were slow indeed. Here we learned how exasperating a thing delay can be in the presence of large potential sales. Our salesmen worked hard, but wasted the larger part of their time in getting to their prospects. It was then that we inaugurated the system of making advance appointments. And now I am glad to say our story of results is different.

"To get an appointment with a prospect to whom you hope to sell goods you must in your first approach awaken his interest by the proffer of some kind of service that will appeal to him either as being valuable or as something he cannot afford to take chances on missing."

Sales managers will agree with Mr. Tobin that the method of approach is something for the individual to decide, and something that can hardly be copied. However, the way one of the most successful of the General Fireproofing salesmen works it will be of interest. His telephone conversation making an appointment with a prospect runs somewhat like this:

"Mr. Jones, my name is Smith. I am planning to be in your office at exactly 10:15 tomorrow morning, and am wondering if I could see you for five minutes."

"What for?"

"To tell you about a new kind of insurance—to explain a service that has to do with the safeguarding of your records."

At this point Mr. Jones usually asks Smith whom he is with. Smith tells him and then adds:

"The chances are I can tell you something you would be glad to know. We have got onto some new wrinkles in the way of keeping records that I know you want to hear about. Of course so far as buying is concerned, that is a matter we can talk about later or not at all, just as you prefer."

This salesman's approach makes a refusal difficult. If a salesman is turned down at all, it is likely to be at the beginning of a telephone interview. No secretary or treasurer is going to say offhand that he is not interested in a service that has to do with the safeguarding of his records. He is responsible for them. At the beginning of the talk he does not know who is at the other end of the wire, not having yet been informed of Mr. Smith's connection. So quickly does thought work that he is in a receptive mood almost instantaneously without knowing why. But, if he reasoned it out, his conclusion would be something like this:

"I don't know who this is talking to me. Maybe it is a member of the board of directors or one of our largest stockholders. I surely can't tell him I am not interested in keeping these records safe. I guess I had better find out what is on his mind."

There are refusals, of course. But most of the telephone calls bring interviews. And the best part of it is that the appointments are kept.

Service being the force that gained the interview, it necessarily follows that service must be given. Needless to say, the company's salesmen are well trained in the practical problems of office work. They are equipped to tell even the expert things he does not know. Their aim is to show the prospect the need for certain merchandise—how he can use it to conduct his business more satisfactorily and economically.



—one of the 6,157 photographs of Iowa girls entered in *The Des Moines Sunday Register's Iowa Beauty Contest.*

Pictures of the winner of the state contest and of the winners of the twelve district and ninety-nine county contests will appear in the rotogravure supplement of The Sunday Register in July and August. 125,000 Iowa circulation.

Are There too

Automobile Supplies	46,583
Garages	36,948
Shoes	141,867
Tobacco	38,081
Candy	55,633
Department Stores	2,134
Drugs	48,920
Dry Goods	35,207
Electrical	16,703
Furniture	42,082
General	148,885
Groceries and deleca- tessen	335,212
Hardware	37,032
Jewelry	25,961
Men's furnishings	40,399
Sporting goods	36,755
Total	<u>1,088,402</u>

The United States Census does not collect figures on retail and wholesale distribution with the same thoroughness which it devotes to industries and agriculture. These figures are obtained from commercial sources.

o Many Retailers?

83 Experts in the Federal Trade
48 Commission, members of Con-
67 gress, well-informed business
81 men, and others assert that there
33 are too many retail stores in this
34 country. When Collier's deter-
20 mined to analyze this situation, it
07 called in Mr. Shepherd, because, in
03 all his work as a magazine report-
32 er, he tells people what to think
35 about—but never what to think.
2 The object of this article and
2 those which will follow is to place
1 before Collier's readers the facts
9 which will enable them to think
5 for themselves about an economic
2 condition which seems to threat-
en the prosperity of every Amer-
ican city.

—from Collier's for
June 24, 1922

Collier's
THE NATIONAL WEEKLY



It was in 1852 that Joel Gutman first established what has become one of the city's leading department stores.

Expanding business made it necessary in 1878 to rebuild entirely; additions have been made since that time to take care of the growth that the fair business policy of the store made inevitable.

Since 1913, Louis K. Gutman, son of the founder, has been president of the corporation, with J. G. Nassauer as vice-president and Walter Kaye, secretary-treasurer.

Are You Reaching These Merchant Buyers Too?

TO out-of-town merchant buyers, one of the best recommendations that a new product can have is to be on active sale in such outstanding retail stores in Baltimore as that of Joel Gutman & Company.

These buyers come here primarily to deal with Baltimore's wholesale houses, and they come by the thousands from a score of states that depend on this city for their merchandise.

They linger, however, to saunter around among Baltimore's retail stores in search of new, salable lines for their own establishments—a superadvantage in Baltimore distribution that the national manufacturer finds exceedingly worth while.

And the matter of creating consumer demand in Baltimore is adequately met when the NEWS and AMERICAN are used to carry the message into practically every buying home in and near the city.

It is a tremendous pull in favor of any product when Baltimore people "see it in the NEWS and AMERICAN."

The combined rate for these two papers for 1,000 lines or more is 30 cents daily, Sunday, 35 cents; Sunday American Rotogravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

I have a web
...ing Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Bank Markets Products for Its Customers under Its Own Brand Name

Use of Advertising by St. Albans, Vt., Institution to Aid Producers over Rough Period Indicates Need for Better Selling Methods in Maple Industry

By James M. Mosely

THE bottom had fallen out of the market.

It was plain that the producers would be lucky if they realized in cash half what it had actually cost them to "manufacture" their maple sugar and syrup, on which they depended for income and to meet bank loans—a situation many general managers faced in their own lines at about the same time.

At this point, a plucky national bank, with a head, heart and advertising courage, stepped in, adopted live-wire advertising and selling methods, moved the crop at a good price, enabled its customers and many non-customers to meet their loans, prevented what would have been a death-blow loss to the industry in its section of the country and demonstrated that in a tight corner advertising often may be "the way out."

It all began on April 25 of last year.

An illiterate farmer, yet a good credit risk, approached the desk of Bruce R. Corliss, cashier of the Welden National Bank, St. Albans, Vt., and, with tears in his eyes, said he could not see when he could retire his notes which were due, for it seemed as though the bottom had entirely fallen from the maple-syrup market. He and many producers like him, as was customary, had earlier made their loans, which usually were liquidated in the spring when the sap was converted into syrup, sugar and cash.

Before the war, 85 cents a gallon to the producer had been considered a top price. At the height of the war boom, when cane and other sugars were scarce, the large buyers paid two

dollars a gallon for syrup, whether it was No. 1, No. 2 or No. 3 in grade. This farmer and his fellow producers, not being economists, had not realized the warning for them in the sharp drop which had taken place since the peak in the cane industry, and they had counted on getting a pretty substantial price, only to find it out of the question.

BANK MAKES MARKETING INVESTIGATION

The crop had been produced under high fuel and labor costs. Mr. Corliss and one of the bank's board of directors, a farmer and merchant, found that, as things stood, the farmer would be lucky to receive 50 per cent of the actual cost of raising his crop, according to State cost finding. It was felt that here was a time when the bank as a helpful community institution was being put to the test and that there must be something it could do to tide the farmers over the period of stress. It was agreed that some sort of an effort should be made.

Without making any further investigation, the bank announced forthwith that relief was at hand and that it would, at the end of three days, make public a plan which the bank believed would solve the problem by safeguarding the producers a higher price for their product.

A factory at St. Albans where maple-syrup equipment is made was pressed into service, for aid in supervision and packing. Open arches and settling tanks, like those used in the Vermont woods, were of the crudest sort, but were made to serve.

By May 1, five days later, the

bank had received some 18,000 gallons of syrup in steel drums. This was graded and sorted. The canning process was improved on. For all except Grade No. 3, more was paid the farmer than by regular syrup buyers. About seven or eight thousand gallons of the lower grade syrup, which the bank did not wish to can, it sold through wholesalers. The bank grading was liberal to the farmer, as its interests were to see a square deal to the producer.

At the end of a week the national bank had about 22,000 gallons on its hands as collateral for the advances made.

How was it to sell it at a suitable price? Real Vermont syrup and sugar, when unadulterated, has an enviable reputation. Mr. Corliss decided to cash in on this reputation by reaching, through the printed word, the field with which he was familiar—the bankers of the country.

He wrote a sales letter, which, literally and figuratively, apparently had a "kick" in it. At any rate, it started with prohibition and ended up in a large number of cases in clinching an immediate order for maple products. It was written 'on the Welden National Bank stationery, dated May 1 and signed by Mr. Corliss. It read as follows:

MR. CASHIER:

This bank is located on the Canadian border, where we have the best Canadian whisky above us, but the best Vermont maple syrup all around us. The law prevents our shipping you the first, but we would be pleased to act for you in supplying your needs as regards the maple syrup. This State produces the highest quality of maple syrup in the world.

In some sections the tendency has been to produce a low grade of syrup for use in the tobacco industry, but Franklin County has always produced the highest grade. We have allied ourselves with the farmers of this county in an effort to build up a high-grade retailing market, and want to have the opportunity to introduce you to this delicious confection, one of Nature's best.

The farmer-producers have a co-operative warehouse in this city, and if you desire, we will arrange for a shipment by parcel post, freight or express of any quantity, from one gallon to a barrel. Just sign the card and mail it; it will have our personal attention. Don't send the cash with the order, unless you prefer; remit

upon receipt of same and then only if satisfied.

Prices for strictly A-No. 1—\$2.25 per gallon f.o.b. here.

Prices for strictly A-No. 2—\$2.00 per gallon f.o.b. here.

By giving us a chance to serve you we know you will be doing yourself and your family a favor, and in addition you will be assisting us in keeping alive one of Vermont's oldest industries, owing to the fact that adulterated products have become the common vogue and the baser products command nearly the same price.

Remember, we absolutely guarantee a pure product at a low price with no middleman's profit; you and the farmer get the entire benefit. Not one cent of profit accrues to this bank in the transaction. If you are not interested, will you kindly give this letter to someone who may be, or to some former Vermonter, if you have one among your acquaintances.

It sold. In some cases, all the employees of a bank or insurance company would get up a co-operative order, running into quite a sum. The bank had some difficulties at the start through the fermentation of light syrup, due to the extreme heat, improper care in the choice of packages, and so forth, but it learned by experience and ironed these out.

The mailing list for this direct advertising was made up of about 5,000 names, mostly in zones where parcel-post and express rates would be reasonable, although a surprising response came from California and Nebraska. A large number of replies flowed in through May and June. All the high-grade syrup on hand was sold, and the bank was able to dispose of several thousand gallons for other farmers who had held their syrup for reasonably higher prices.

At the end of February, this year, the bank made an additional distribution of 15 cents a gallon on No. 1 grade and five cents a gallon on No. 2 grade.

"This, as viewed from a year's experience, we regard as a remarkable outcome," Mr. Corliss said. "Ignorance as to the proper methods beyond those used in the sugar camps in the crudest way was one of the features. Lack of knowledge as to methods of handling advertising also was a serious detriment. The fact that we went into the market the first

of May instead of the middle of March, when the syrup markets had already been glutted, as is the usual happening, especially in the East, was another serious drawback.

"The fact that grading had become a thing of the past during the war was another factor. Farmers had become less careful in the production of syrup. Unless this product is boiled down to a density of 36 degrees under the Baumé test or eleven pounds weight to the gallon, fermentation is sure to set in. Therefore, all light syrup has to be handled expeditiously before the ferment germs appear."

The reference in the copy in the letter sent to banks apropos of Canadian whiskey brought a number of touching appeals decidedly post-Volstead in tone. One Middle Western country banker sermonized: "I suppose you guys are bootlegging whiskey and selling maple syrup as a blind—it is such guys as you that break the good laws of our country."

This year, a study of the situation made the bank feel that its advertising and selling help still was needed further to support the Franklin County price. The purpose, for one thing, was to force the wholesalers or big dealers to pay a fair price for syrup and, for another, to demonstrate that strong, organized effort could be brought to bear.

THE BANK'S TRADE-MARK

An interesting phase of the merchandising of the product by the bank is the fact that it adopted its own trade-mark, a double circle containing the words, The Welden National Bank, St. Albans, Vt., with a pugnacious bulldog in the centre. This brand-mark in green and red is used on the cans of syrup, with the name, "Banker's Bond Brand." Tapped trees with buckets hanging and a sugar house in the background reflect the atmosphere of the Vermont woods. At the bottom appears this wording, "This syrup produced only by reputable farmers and packed under the direct supervision of an

officer of the Welden National Bank of St. Albans, Vt., and sold under the Welden plan of banker-farmer co-operative marketing." The highest-priced syrup, described as "Super syrup for the connoisseur," is sold under the name, Equinox brand.

The bank this year was able to give the producers a guarantee of a little over twice as much as last season per gallon, with a possibility of adding later an additional 25 cents per gallon bonus. A St. Albans canning plant was used, with machinery of the best type for the handling and men of experience to supervise.

The first advertising of the year consisted of circulars to 9,000 bankers throughout the country. Kansas has been unusually high in its proportion of returns. California is now handled through an agent, thus cutting down what otherwise would be excessive shipping charges on small, individual orders.

Arrangements are being made for representation in each State outside of Vermont, so that there will be a central point in each State from which orders can be shipped.

The action of this institution, together with that of the State association, which is just beginning to get a co-operative plan under way, together with more favorable general conditions, kept the prevailing price for the better syrup up much higher this year. The result was the producer stood a chance of at least breaking even and, in some cases, of netting a small profit.

For the first time, this year display space was taken in a national weekly magazine of wide circulation. The space was small—it ran 14 lines—by way of experiment. Newspapers in large cities have been used. However, to date the best returns have been secured from direct advertising and the bank is still studying into the most effective way of using newspaper and magazine space so it will pull direct orders at a profit.

Aside from helping bring prices to the producer up to a fair level, the bank, which, by the way, has

assets of about \$2,000,000 and is the third national bank in size in Vermont, has enabled the farmer to take care of his loans and has broadened out the market for real maple products. As this article is written, with part of the selling season still ahead, there have been sold more than 1,000 accounts, some small, but others figuring up rather well.

"We have found a large number of business executives who have adopted the policy of sending maple syrup and sugar to a selected list each year," Mr. Corliss said. "Words dropped in conversation indicate that this system is replacing shipments in former days composed of 'Scotch' and 'Rye.'

THE BANK'S POSITION

"The greatest asset, of course, in such a mail-order enterprise is a satisfied customer. For any bank to attempt to handle anything other than some delicacy of national reputation, the results would no doubt be disastrous, but in this case we consider ourselves simply supervising the project, loaning the farmers what we consider a fair loanable value on the product, then giving them our best time and energy in the location of customers.

"Our labels read that the product is produced only by reputable farmers and packed under the supervision of an officer of the Welden National Bank. In this case, we feel that we legally escape any criticism which might be directed at us as an institution and we see no difference between loaning a fair or even liberal amount on one of Vermont's choicest products and on any collateral loan supported by warehouse receipts, stocks or securities. We feel our experience in the past will safeguard this collateral, making such a loan more safe than the average.

"A few have been in a way inclined to admonish a bank that deviated from the old-time custom of conservatism. While 95 per cent of the letters received have been commendatory, a few showed plainly that for a bank deliber-

ately to engage in what appeared to be the marketing of a product was regrettable.

"We appreciate this spirit and believe that it would be fatal for such action to become widespread with other products. The maple-syrup crop is, however, different from most other crops and I know of no other article of food which reaches the table of the consumer so widely disguised and abused as the famous Vermont maple syrup. Thousands of gallons are foisted upon the public every year in the form of blended syrups made from the lower grade tub sugars and syrups mixed with a certain percentage of cane.

"In the Southern States, or even beyond the Mississippi, it is difficult, if not impossible, to find anything in stores but blended syrups and, when compared with the real syrup obtainable direct from the sugar camps, it is positively a joke. We believe that the right organization can eventually educate the people of this country, who are connoisseurs in this respect or who enjoy for old times' sake having some of the genuine article, to look directly to Vermont each year for their supply. It is clear that unless the farmer 'tells the world,' he has little chance of 'getting by.' Advertising surely is the only way out.

MAKING THE ROUTE SHORTER

"We do not believe it necessary that this crop should move through the hands of, first, the buyer, then the wholesaler, then the packer and blender, and again the retailer, with four and five freights and handling charges to say nothing of a like number of profits entering into it. The State Association has been planning for some few years methods and means whereby this can be brought about and is at present engaged in a co-operative plan which we hope will produce this result.

"We feel that we, having taken up the work, should continue to carry it on until the proper means and methods are demonstrated whereby the industry may be stabilized and protected."

Page advertisement as inserted in *Milwaukee Journal*, June 12,
and *Milwaukee Sentinel*, June 13, 1922.

Hold the 1926 A. A. C. of W. Convention in Philadelphia



A Copy of the Seal of the
City of Philadelphia

The Philadelphia Bulletin,
on behalf of the Mayor of
the City of Philadelphia,
and Philadelphia's busi-
ness men, extends a hearty
invitation to

The Associated Advertising Clubs of the World

to hold its 1926 Convention in the World's Fair
City, Philadelphia.

Philadelphia will be the Mecca of the Nation in 1926.

Plans are already under way for an Advertising Exhibi-
tion which will embrace all the departments of the
A. A. C. of W.

Advertising Clubs, Chambers of Commerce, Boards of
Trade, Merchants' and Manufacturers' Associations, and
all prospective exhibitors can obtain full information by
addressing: The Sesqui-Centennial Exposition Association,
Mayor's Office, City Hall, Philadelphia.

Philadelphia

(The third largest city in the United States)

The birthplace of Liberty, the home of the Liberty Bell and Indepen-
dence Hall, has been chosen by the nation as the spot for the celebra-
tion of the 150th Anniversary of the Independence of the United States.

Philadelphia, long noted as the City of Homes
(of which it has over 400,000) has a population
of 1,823,779.

Approximately 3,000,000 people live and work
in the metropolitan district of Philadelphia
and more than 7,500,000 people live and are
employed in the trading area influenced by
Philadelphia. In Philadelphia there are more
than 18,000 large and small manufacturing
plants and factories and over 50,000 wholesale
and retail stores.



The Philadelphia Bulletin

Established 1847



When Milgrim's moved uptown

TWENTY years ago, Milgrim's little shop, tucked away in lower New York, was the secret of a coterie of women with a flair for the unusual, and a keen appreciation of genius in dress design. Today, Milgrim's four-story building at 74th and Broadway, located among the exclusive apartments of the Drive section, is established as one of the shops where smart women find frocks and furs.

Instead of the small following of other years, Milgrim now has all of New York to talk to—more people than the total populations of Detroit, Cleveland, Minneapolis, St. Louis, Baltimore, Los Angeles, San Francisco, and Kansas City combined.

Milgrim first used papers of small circulation. Last year the firm used the NEW YORK EVENING JOURNAL experimentally. This year, more than 49% of Milgrim's advertising in the evening field appears in that paper because in one day's test it sold over \$15,000 worth of gowns.

Milgrim has found out, just as did Técla, Aeolian, Stewart, Russek, Worth and Lane Bryant, that a circulation as large as that of the NEW YORK EVENING JOURNAL's, reaches every level of purchasing power.



Chatham
ADVERTISING AGENCY
3 WEST 29TH STREET
NEW YORK

June 14th, 1922

New York Evening Journal,
2 Columbus Circle,
New York City.

Gentlemen:-

Mr. Milgrim now is convinced that the Evening Journal not only has the largest daily circulation in New York, but has as many quality readers as any other paper.

Test sales results proved that I was right. I personally spent some time in the store, and made inquiries of various customers. In almost every instance I learned that the response was through the New York Evening Journal. One day's sales totalled \$15,000.

This unquestionably proved my contention that a quality store like Milgrim should consistently use the Evening Journal.

Under separate cover I am forwarding the Milgrim full copy contract.

Very truly yours,

J. C. Goldstein

JCG:T.

The NEW YORK EVENING JOURNAL publishes more women's wear advertising than any other paper in New York. It also leads the evening field in men's wear advertising—showing the widespread selling power of a circulation of 654,952 daily.

NEW YORK EVENING JOURNAL

*Largest daily circulation in America
and at 3c a copy*

Try it out in Representative Milwaukee

Now That You've Seen Milwaukee—

Perhaps you were one of the several thousand delegates to the A. A. C. of W. Convention in Milwaukee. If so you've had an opportunity to form some opinion of the city. But even so, you couldn't see it all in those few days. You couldn't study it as The Journal has done in the past forty years.

You may not have realized before that Milwaukee is the central buying point for practically all of Wisconsin and Upper Michigan—that purchases in Milwaukee alone during 1921 averaged more than nine million dollars every business day.

Perhaps you didn't know how thoroughly Milwaukee is covered by The Journal. The Journal is read by more Milwaukee and Wisconsin people than any other publication in the world. It is read daily by four out of every five English-speaking families in Milwaukee. It circulates to every corner of the Milwaukee-Wisconsin market.

For these reasons, Milwaukee is an ideal try-out market. Not too big nor too small, but representative, and covered by the sole use of a single medium.

The Milwaukee Journal

FIRST—by Merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives
New York Chicago San Francisco

“As Milwaukee Buys—The Nation Buys!”

Linit, Starch for Fine Fabrics, on Trail of Soap Chips

Corn Products Refining Company in Advertising New Product Gets Strength from Popularity of Lux, Fab, Etc.

WITH its way paved and with a demand existing, the Corn Products Refining Company of New York is bringing on the market a new product, Linit, which it describes as a "new scientific discovery in laundry starch originally developed for makers of fine fabrics." The advertising and merchandising efforts of the makers of products such as Lux, Fab, Ivory Soap Chips and Twenty-Mule-Team Borax Washing Chips have created a demand for a product such as Linit. The makers of these products have been and still are educating American women to the fact that with their products it becomes an easy matter to wash clothes of dainty and fine fabrics at home instead of having the expense of sending them to cleaners or laundries. Economy, the absence of any need of special training, better results, and increased longevity for the fabric have been the appeal of these soap makers. The continuing sale and the constant cropping up of new products in this line is proof positive that soap chips have gone over and have won the favor of American women. The Corn Products Company saw that certain of the fine fabrics that would be "home-laundried" would demand starch, and that the women of today were not clothes-starching experts.

Last week it stepped into the market with an advertising appeal that capitalizes on this need. Its copy for this new product shows how closely the new market has been studied and the arguments of soap-chip makers have been con-



New Scientific Discovery In Laundry Starch Originally Developed For Makers Of Fine Fabrics

Every Housewife Can Now Use LINIT In Her Own Home

EVERY woman knows that ordinary starches tend to form a thick stiff-like paste that adheres unevenly over the surface of your garment, and prevents you from getting a smooth, clean finish. It also prevents the iron from gliding smoothly over the surface.

With LINIT—the modern starch discovery—you can now overcome all these difficulties. LINIT is made by an improved process that keeps the starch in a liquid form for a long time after cooling.

Higher Penetrating Power Than Ordinary Starches

With LINIT you'll know of your garment is "starched."

trated" bringing "longevity" to the life of the fabric, keeping the finish clean condition for almost twice the length of time. This saves the wear and tear of frequent laundering.

Cotton fabrics look like pure linen when starched with LINIT.

LINIT gives your garments the fashionable, natural finish that they had when they first came from the store—it makes them

Shed Dust and Stay Clean Longer

You can use LINIT on your most delicate garments—whether lawn, cotton, linen, gingham, lace or curtain—and always be sure of the absolutely uniform quality. These things—always finished, as even your million starched fabric cannot reach.



NOTES THE ECONOMY OF STARCHING WITH LINIT

For the following are 3-4 cups in 10 minutes at 100° F.

For the following are 3-4 cups in 10 minutes at 100° F.

For the following are 3-4 cups in 10 minutes at 100° F.

For the following are 3-4 cups in 10 minutes at 100° F.

LINIT

A STRONG APPEAL TO THE ECONOMICAL HOUSEWIFE

sidered. One of the first pieces of copy will serve as an example that will support this statement. This copy read:

The leading makers of women's fine fabrics, shirtwaists, shirts and collars, demand of a starch the finest possible finish.

To get that fashionable, natural finish you admire in goods fresh from the store, these concerns use a starch that penetrates the fabric.

Such a starch is Linit, the modern scientific starch discovery. Not only does it penetrate to the very centre of the threads that make up the fabric, but it Preserves the Life of the Fabric and Resists Wear.

It sheds the dust and prevents your linen from soiling easily.

Linit is made by an improved process which keeps the starch thin and free-running, and absolutely prevents caking, smearing or sticking to the iron.

You don't have to be an expert to use Linit successfully. Even a young girl can turn out the most beautifully laundered garments with the new scientific starch discovery—Linit.

Linit gives the natural finish and freshness that you can get only in garments fresh from the store, or from the finest French laundry.

Linit can be used on every kind of Fabric—whether cotton, linen, lawn, organdie, gingham, lace or curtains.

Linit is a guaranteed quality starch—smooth, penetrating and reliable.

Dealer distribution for the new product, of course, presented no terror for the Corn Products Company since it is being sold through the same retail channels that the company's other products, Argo and Duryea starches, Karo Syrup and Mazola salad and cooking oil, reach the consumer.

At present the advertising campaign for the new product is confined to the New York metropolitan district. Newspapers, evening and morning, English and Jewish language, are being used. The New York advertising campaign which, as previously stated, started last week, will last for seven weeks. Copy will appear twice a week in each newspaper during that period. The advertising will follow distribution, section by section, until the whole country is covered.

New Publication on Shoe Store Apparel

Since shoe stores throughout the country are selling more articles than footwear, and have become the outlets for other kinds of apparel, the Boot and Shoe Recorder Publishing Co., Boston, has announced that it plans to publish monthly *Shoe Store Apparel*, as a supplement to the *Boot and Shoe Recorder*.

With the James Agency

Miss E. N. Hall, recently with The Dorland Agency, Inc., New York, has joined the James Advertising Agency, Inc., also of that city, as space buyer.

Rochester, N. Y. to Have New Sunday Newspaper

The Rochester, N. Y., *Sunday American*, a new Hearst newspaper, will make its appearance on June 25. It will be sold together with the *Sunday New York American* for ten cents.

Shirley Olympius of the New York Hearst organization has been made general manager of this new Rochester newspaper. Lawrence D. Gehrig, formerly with the Rochester *Post Express*, has been made advertising manager. Alfred B. de Mesquita, formerly advertising manager of the American Safety Razor Corporation, will be in charge of foreign advertising.

Edgar D. Shaw of the Hearst General Management is in charge of the work of installing and launching the new plant. He is being assisted by W. A. Wilson, operating manager of the Hearst papers; William Rossetti, general superintendent of composing rooms, and J. Bernhardt, superintendent of construction.

Newspapers Form New Mutual Organization

A new mutual newspaper organization, the North American Newspaper Alliance, was incorporated under the laws of New York State last week, with publishers and editors of fifteen newspapers as members of its board of directors. The members are: Ralph Pulitzer, *New York World*; Paul Patterson, *Baltimore Sun*; George E. Miller, *Detroit News*; Ralph E. Stout, *Kansas City Star*; Arthur Krock, *Louisville Times*; Clark Howell, Jr., *Atlanta Constitution*; Daniel D. Moore, *New Orleans Times-Picayune*; Loring Pickering, *San Francisco Bulletin*; Harry Chandler, *Los Angeles Times*; Edgar B. Piper, *Portland Oregonian*; E. Lansing Ray, *St. Louis Globe-Democrat*; Hilton U. Brown, *Indianapolis News*; Edwin A. Grozier, *Boston Post*; Victor F. Lawson, *Chicago Daily News*, and Joseph E. Atkinson, *Toronto Star*.

This new organization has as its purpose the acquisition and production of newspaper editorial features.

"Old Scotch Brew" Advertised

A newspaper advertising campaign was started in New England last week for S. Liebmann's Sons "Old Scotch Brew" and will be continued in newspaper advertising in New York this week. Outdoor advertising is also being used in New York.

Lord & Thomas, New York, are in charge of this advertising.

Has Vanity Fair Silk Underwear Account

The Vanity Fair Silk Mills, Reading, Pa., have placed their advertising account with the J. Walter Thompson Co., Inc.

**Dr. W. E. Aughinbaugh with
Harris Agency**

Dr. William E. Aughinbaugh, foreign and export editor of the New York *Commercial*, and instructor in foreign trade at Columbia and New York universities, has been made vice-president of the Harris Advertising Company, New York. He will be in charge of this agency's foreign service department.

**Orange Smash with Grandin-
Dorrance-Sullivan**

The Orange Smash Company of Chattanooga, Tenn., has placed its advertising account with the Chicago office of Grandin-Dorrance-Sullivan, Inc. Space will be used in newspapers generally, in cities where the Orange Smash Company has bottling connections. Poster advertising will also be used.

National Cigar Campaign

M. Eiseman & Sons, Philadelphia cigar manufacturers, plan a national campaign to advertise their "Men-de-lion" cigar. Five and ten-inch copy in newspapers all over the United States will be used.

The account has been placed with the Bloomingdale-Weiler Advertising Agency, also of Philadelphia.

**Will Direct Anaconda Copper
Shingle Sales**

Melvin H. Baker, formerly general sales manager for the Vulcanite Roofing Company, has been appointed manager of the Anaconda Roofings Department for The Glidden Company of Cleveland, O.

The Glidden Company has contracted for the sales rights of the Anaconda Copper Company on its patented copper shingle.

**F. L. E. Gauss Leaves
"The American Weekly"**

Frank L. E. Gauss has resigned as Western representative at Chicago of *The American Weekly*. Mr. Gauss joined *The American Weekly* in May 1921. He had previously been advertising director of the Leslie-Judge Company, and of *Woman's World*, and was president of the Sterling Gum Company.

**Illinois Zinc Co. Appoints
Berrien Agency**

The Illinois Zinc Company, Chicago, maker of Illinois Zinc Shingles, has placed its account with Berrien Company, Inc., New York advertising agency. A campaign is now running in trade publications.

The George L. Dyer Company

42 Broadway New York

**Western Offices
76 W. Monroe St.
Chicago**



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

The Legal Status of the Advertising Agent

D. O. HAYNES & Co.
PUBLISHERS

NEW YORK, June 2, 1922.

Editor of PRINTERS' INK:

We are advised by one of our advertisers that it is his understanding that recent court decisions hold, that in case an advertising agency defaults in its payment for space to the publisher, the client may be held responsible for the amount of the account even though the client has already paid the agency for the space in question.

This is a matter of great importance to all publishers as well as agencies and advertisers, and we are asking if you have any further information on the subject, or can you refer us to the case in which such a decision was rendered?

D. O. HAYNES & Co.

WE have never seen a decision in any Court of Record by which an advertiser is compelled to pay a publisher for space after having paid his agency for the same service. We have heard of cases where it was shown that the advertiser was financially interested in the agency and was held liable for a part of the agency's debts to publishers. But in *bona fide* transactions between an advertiser and an independent advertising agent, the advertiser is held to have discharged all obligations to the publisher when he has paid the agent for the space. If there are any exceptions to this rule, we have been unable to find them.

The idea that the advertiser is still liable if the agent defaults, probably arises from a misconception of the agent's technical, legal status. If he were, in the technical sense, actually the "agent" of the advertiser, the latter would ordinarily be responsible for debts incurred on his behalf by his agent. But the legal relationship of an advertising agent with his client is not that of agent and principal, but rather that of a broker or middleman and his customer. If the publisher elects to deal with the agency instead of with the advertiser, he must assume the credit risks incident to such a

relationship, and he cannot pass the responsibility on to the advertiser. Similarly, if the advertiser chooses to deal with an agent rather than with the publisher, he must assume the risk of the agent's ability to deliver the service desired, and he has discharged his obligation when he pays the agent's bill.—[Ed. PRINTERS' INK.]

Nast Publication Appointments

William Hamilton, Jr., has been appointed as Eastern advertising manager of the Nast Group, *Vogue*, *Vanity Fair*, and *House & Garden*, and W. Clark Crissey as advertising manager of *Vanity Fair*.

Mr. Hamilton was recently national advertising manager of the *New York American*. He previously was vice-president of Van Patten, Inc., and before that, advertising manager of *Cosmopolitan*. He succeeds, in the Nast organization, Ralph F. Blanchard, who, as previously reported in *PRINTERS' INK*, has resigned to become a member of Blanchard, Nichols and Coleman, representing a number of magazines, including the Nast Publications, on the Pacific Coast.

Mr. Crissey has been a member of the Nast organization for seven years, the last four years as a member of the *Vanity Fair* staff and he succeeds George S. Nichols, who is a partner in the Blanchard, Nichols and Coleman organization.

New York Agency Council Elections

At a meeting of the board of governors of the New York Council of the American Association of Advertising Agencies officers were elected for the year beginning October 15, 1922, and ending October 15, 1923.

Roy S. Durstine, of Barton, Durstine & Osborn, Inc., was elected chairman. He succeeds H. A. Lehair, of Sherman & Lehair, Inc. Frank A. Arnold, of Frank Seaman, Inc., was re-elected vice-chairman. Milton Towne, of the Joseph Richards Company, was elected secretary and treasurer. He succeeds F. M. Lawrence, of the George Benton Co., Inc.

Washington, D. C., Edition for "Capper's Weekly"

Capper's Weekly, Topeka, Kans., will issue an Eastern edition from Washington, D. C., beginning October 1. The circulation district of the new edition will embrace all States east of the Western line of Indiana.

Charles Ketchum, advertising manager of *Capper's Weekly*, is now in Washington making arrangements for the new edition. Mr. Ketchum will be in charge of both advertising and circulation for the new edition.

The Indianapolis **NEWS**

98.5% native-born. 99% literate.
Prosperous, home-owning, and
able and willing to buy—the popu-
lation of the Indianapolis Radius
is a receptive and profitable
market.

*There's no argument about
The Indianapolis News.**

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

To Those Who Advertise in Chicago:

You Are Interested in—

Newspaper Circulations in Chicago, and in Advertising in Chicago Newspapers

You are therefore interested in the fact that of Chicago's
six daily newspapers

The Daily News Is First in Chicago

FIRST IN CIRCULATION:

In Chicago and its suburbs The Daily News has a greater circulation than any other daily newspaper. Here are the official figures based on publishers' statements to the Audit Bureau of Circulations for the six months ending March 31, 1922:

The Daily News	(City and Suburban)	374,498
The Daily Tribune	" " "	357,731
The American	" " "	339,418
The Daily Herald-Examiner	" " "	297,983
The Post	" " "	34,257

The Journal makes no report.

FIRST IN ADVERTISING:

The extent, character and effectiveness of The Daily News' circulation is logically reflected in the total volume of its advertising, in which also it is incontestably first among Chicago daily newspapers, as is proved by the figures of the Advertising Record Company, an

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independent audit company maintained by all the Chicago newspapers.

Total volume of display advertising for the complete year, 1921:

	Agate Lines	Comparison Agate Lines
The Daily News . . printed	13,309,155	13,309,155
The Daily Tribune	9,523,905	9,523,905
The Daily Herald-Examiner	4,114,254	
The American	7,957,654	
The Post	4,595,795	
The Journal	4,382,382	

The Daily News' excess
over next highest score, The Daily Tribune, 3,785,250

To the advertiser who is a scientific student of advertising values there is great significance in the distribution of department store advertising among Chicago newspapers. All advertising is news. This is particularly true of department store advertising, which must bring a quick and sure response from the buying public, and which, therefore, has been reduced to an exact science scarcely approached in other forms of advertising. In this classification The Daily News' leadership in Chicago is shown by the following figures of the Advertising Record Company:

TOTAL AGATE LINES DISPLAY ADVERTISING IN CHICAGO NEWSPAPERS USED BY CHICAGO DEPARTMENT STORES DURING THE YEAR 1921

	Lines
The Daily News.....	5,395,340
The Daily Tribune.....	1,604,512
The Sunday Tribune.....	1,630,628
The Daily Herald-Examiner....	745,294
The Sunday Herald-Examiner..	1,219,438
The Post.....	784,547
The American.....	2,618,758
The Journal.....	1,791,408

From which it appears that The Daily News printed—

3,790,828 lines more than the next morning daily paper,
2,776,582 lines more than the next evening paper,
3,045,534 lines more than the morning daily papers combined,
2,545,274 lines more than the Sunday papers combined,
2,160,200 lines more than the next daily and Sunday paper combined.

The fact that THE DAILY NEWS led The Daily Tribune and The Sunday Tribune's combined total of 3,235,140 lines, by 2,160,200 lines, again attests—

THE DAILY NEWS—FIRST IN CHICAGO

WHICH FARM PAPER?

*The Farmer Decides On a Basis
of Editorial Merit—Do You?*

QUANTITY and price are big factors in space-buying. But after all, isn't the determining factor editorial *quality*?

The farmer calls the paper that 'tells him what he wants to know' "*my paper*." He reads it. He believes it. It influences his farming operations and his purchases.

Such readers constitute *quality* circulation. Grouped, they also constitute *quantity* circulation.

That is what The Oklahoma Farmer-Stockman offers the advertisers—*plus* an active farm market with ready money available from wheat harvest.

With such a combination, the rate is incidental, except that it is lowest of any publication serving this prosperous territory.

"Ask Us About Oklahoma"

**The OKLAHOMA
FARMER-STOCKMAN**

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

The Fire Insurance Agent Advertised Nationally by His Home Office

The Insurance Company of North America Explains the Fire Insurance Agent to the Public, Believing That Such Advertising Will Increase Agent's Prestige in His Community

By G. G. Nearing

THERE is one business today in which the slogan is not so much "sell more" as "sell more carefully." Fire insurance to a large extent sells itself and keeps itself sold. If an occasional reminder were the only sales method employed, the wheels of that industry would still keep turning to the tune of several hundred millions a year.

But there is of course the other side of the ledger. The total losses paid out come dangerously close to the total premiums paid in. Forces beyond human control, coupled with certain human forces beyond legal control, play such havoc with the insurance business that the mere selling of policies is more likely to bring ruin than profit.

The problem of fire insurance today is to establish a bottom for the pit of its fire losses. Reduced rates in return for safeguards to the property insured have accomplished their purpose only in part. Legal action against criminal offenders who "sell out to the insurance company" when caught in a falling market, is slow and inadequate, and does not seem to curb the evil.

Confronted with these growing difficulties, more than one insurance company has lately put its problem up to national advertising. The Insurance Company of North America, Philadelphia, is the latest to consider advertising, and from its study it comes with a solution well worth the study of other advertisers in the field.

Its argument is somewhat as follows:

Fire insurance at the first glance seems like an ordinary commodity.

Looking at it one way, the home office corresponds roughly to a producer or manufacturer, the agent to a retailer. Naturally, then, the home office should be able to advertise to the consumer the advantages of its particular brand of insurance, merchandise the campaign to its agents and brokers, just as any manufacturer does, and so build up an increased demand for its own insurance.

It can. But the demand alone does not create good business.

WHAT AN INSURANCE COMPANY SELLS

Insurance is not an ordinary commodity. With a manufacturer of shoes or hardware, responsibility ceases after the sale, except in so far as he may be called on to replace defective merchandise. In the case of insurance, the thing actually sold is the responsibility itself. The insurance policies are liabilities to the company, and the more it sells the greater the possibility of actual financial ruin, from which it is protected only by the law of chance or averages—which too often forgets that it is a law, and which needs vigilant watching.

The agent or retailer of insurance binds the home office at every sale to pay for losses, the genuineness of which frequently depends solely on the honesty of the insured or consumer. The success of the home office is really measured by the discrimination used in selling.

For example, one company "accepts a risk" of \$30,000 on a warehouse, another company of \$15,000 on a smaller warehouse. If the sale of insurance were like

the sale of any ordinary commodity, the first company, having made the larger sale, would be doing twice as well as the second, for, assuming the rate to be the same, the first would collect, say, \$200 a year, the second \$100 in premiums. But suppose that during the first year, through careless management, dishonesty, pure accident, or whatever cause, the larger warehouse burns down for a total loss, while the small one, better managed, has no fire loss at all. Then the first company loses \$29,800 on its larger insurance sale, while the second company on its smaller sale gains \$100. The smaller sale in this case happens to be by far the more profitable.

The insurance agent can, to a certain extent, take measures to prevent such losses. The agents, in fact, can make or break the home office. One agent looking out for the company's welfare is worth more in the long run than a hundred unknown prospects for insurance. An insurance company cannot be much stronger than its agents. If it is to grow, the growth must begin and end in the successful handling of its agencies.

Insurance advertising therefore which aims merely to create consumer demand may very possibly work more harm than good, for it tends to deprive the agent of his freedom to exercise his discretion and does not offer any other means of discrimination as a substitute.

Further to complicate the situation, large risks of, say, \$50,000 or more are usually split up, no one

company caring to accept the entire risk. An agent insuring a building for \$150,000 places with his own home office perhaps \$40,000, or as much as the office will accept. The remaining \$110,000 he places with several other companies as he sees fit, through the regular channels of insurance

Vigilance that forestalled impending ruin

"Now we covered your paper stock for \$150,000," said the insurance agent, "your stock has been destroyed. It might have been the insurance to \$150,000. On the other hand, I must remind you again that your building is insured for only \$200,000. Based on present building costs you should carry \$150,000. Otherwise, in case of loss, you could recover only about one half of your loss. Due to the vigilance of the insurance agent, this gentleman paid the premium on \$200,000. Moreover, he safeguarded his business against ruin by fully insuring his property. Respectful insurance agents and brokers everywhere are naturally coming to mind the fact that all property may be elegantly protected. And the service that they render is of great benefit to industry and civilization. Consider with your insurance agent as you would with your lawyer. He can help you make an informed decision. Any insurance agent or broker can get you a North America policy."

Insurance Company of North America

INCORPORATED IN NEW YORK

100 WALL STREET, NEW YORK

CHICAGO OFFICE: 100 N. LAKE STREET, CHICAGO

PHILADELPHIA: 100 N. 5TH STREET, PHILADELPHIA

ST. LOUIS: 100 N. 5TH STREET, ST. LOUIS

SPRINGFIELD: 100 N. 5TH STREET, SPRINGFIELD

WASHINGTON: 100 N. 5TH STREET, WASHINGTON

NEW ORLEANS: 100 N. 5TH STREET, NEW ORLEANS

MEMPHIS: 100 N. 5TH STREET, MEMPHIS

INDIANAPOLIS: 100 N. 5TH STREET, INDIANAPOLIS

CINCINNATI: 100 N. 5TH STREET, CINCINNATI

CLEVELAND: 100 N. 5TH STREET, CLEVELAND

DETROIT: 100 N. 5TH STREET, DETROIT

PITTSBURGH: 100 N. 5TH STREET, PITTSBURGH

RICHMOND: 100 N. 5TH STREET, RICHMOND

ROCKFORD: 100 N. 5TH STREET, ROCKFORD

ST. CINCINNATI: 100 N. 5TH STREET, ST. CINCINNATI

ST. LOUIS: 100 N. 5TH STREET, ST. LOUIS

ST. PETERSBURG: 100 N. 5TH STREET, ST. PETERSBURG

TAMPA: 100 N. 5TH STREET, TAMPA

WILMINGTON: 100 N. 5TH STREET, WILMINGTON

YACHTOWN: 100 N. 5TH STREET, YACHTOWN

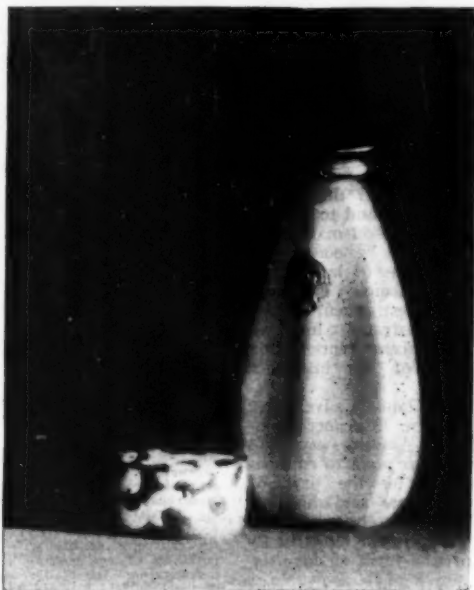
SHOWING THE IMPORTANCE OF DEALER WITH AN INTELLIGENT AGENT IN BUYING FIRE PROTECTION

brokerage. A considerable percentage of insurance business is placed in this way by brokerage. In fact, many of the largest retailers of insurance are not agents at all, but brokers.

As the fire insurance company is almost wholly dependent on the judgment of agents and brokers, the good-will of the retailer is more important than that of the consumer. Consumer advertising for the home office is only too likely to break down this good-will and curtail the company's receipts from brokerage.

The Insurance Company of

PERFUMIE



PHOTOGRAPH BY COURTNEY OWEN

(c) VOGUE

AT the inception of our advertising campaign for Coty, Vogue was the first publication selected. It is a pleasure to attest the remarkable and highly satisfactory results that have followed this wise choice. We find that Vogue is not only a true class magazine, but also exercises a marked influence on dealers everywhere.

Signed, B. E. Levy, Sole United States Agent for

Coty.

VOGUE

North America is now running a national periodical campaign. The purpose of this advertising is to inform the public as to the service rendered by insurance agents and brokers, and their importance to the industrial system. The company believes that this advertising by increasing the agent's prestige in his community, will make his work easier and more effective. It will also work for a higher personal standard in the new agencies which are constantly being established.

The copy cites instances of the service which an agent or broker renders to the public, asks the public to consider the importance of this work, and to consult the insurance agent on matters of insurance, just as it consults a lawyer in questions of law, or an engineer on problems of construction. Each advertisement is appropriately illustrated in two colors with a scene representing some activity of the insurance agent.

Clarence A. Palmer, advertising manager for the Insurance Company of North America, says that indications so far point to enthusiastic response on the part of progressive agents and brokers. Many of those interviewed have expressed themselves as strongly in favor of this form of advertising.

Detroit Printers Reorganize

The Ferris-Fowler-Posdick Company, Inc., Detroit printer, has reorganized and changed its name to the Ferris-Fowler Company, Inc. George A. Ferris continues as president and general manager and Arthur W. Fowler has been made vice-president and treasurer. Allan H. MacGregor, the present office manager, will act as secretary.

Isaac Lorber Joins "North American"

Isaac Lorber, formerly with the Philadelphia Public Ledger, has joined the advertising department of the Philadelphia North American.

Charles C. Thomas will direct the sales and advertising work of the *Journal of Personal Research*, Baltimore. A recent issue of *PRINTERS' INK* gave a report of the establishment of this publication.

Advertising Safety in Investments

One of the most constructive means by which bankers can educate against fraud is by educating the public about sound securities and the essential principles of investing money. The investment banker should lose no opportunity in laying before the public the essential elements of safety in investing. As an outline, the public should be taught that the first element of safe investment is to secure the return of principal and second the return of income. Investors should be taught the difference between investment and business risk. In this connection they should be informed regarding the difference between public securities, such as Government bonds, and municipal bonds, where risk is a smaller part, and private business securities where risk is necessarily a greater part. They should be taught also that in corporate securities the chance of fraud is less because the element of public supervision is greater and in securities issued by individuals the chance of fraud is greater because the element of public supervision is less. They should be taught that in investment the element of certainty should predominate and that in business securities the risk is a greater element than certainty. In this connection they should be taught the difference between mortgages, bonds, debentures and notes on the one hand and preferred and common stocks on the other. They should be taught the difference between secured and unsecured obligations.

Finally the public should be warned and educated concerning the need of investigation and inquiry before investing. This inquiry should be directed not only to the security itself, but to the character of the seller. The importance of emphasizing the need of investigating the seller was demonstrated in a surprising manner by a recent and extensive survey made by a responsible financial advertising house. This survey, among other things, asked investors their opinion about the reputation of certain dealers well known by investment bankers to be of dark repute. It was developed that 41 per cent of the investors interviewed thought the reputation of such dealers good; 41 per cent considered it doubtful, and only 18 per cent considered it poor.—From an address by Roy C. Osgood, vice-president, First Trust and Savings Bank, Chicago, before the Financial Advertisers Association, Milwaukee Convention of the Associated Advertising Clubs of the World.

Will Publish "The Radio Telegrapher"

Harry M. Konwiser, New York publisher, has taken over the publication of *The Radio Telegrapher*, which he will issue for the National United Radio Telegraphers' Association.



Another Help for Men's Apparel Advertisers

A series of picture dress charts incorporating the fundamental principle that men want to look—act—live—and hold their knives and forks like the others in their sphere of life.

These pictured summaries—made from analyses of what men and boys are wearing—are applicable as a foundation for advertising and direct selling.

The "Twin" magazines contain these charts regularly.

Use the coupon below and we shall send you, without obligation, a reprint of the golf chart—one of this series.

FAIRCHILD PUBLICATIONS

Women's Wear
(afternoon)

Daily News Record
(morning)

Fairchild's Directories

Men's Wear and
Chicago Apparel Gazette

Advertising Department
Dear Sirs: Send me without cost or obligation your one-page chart on golf dress.

NAME.....
STREET.....
CITY.....
STATE.....

Reporting the 32 major business factors

1. Monthly Business Index
2. Farmers Pur. Power
3. Monthly Pig Iron Prod. Index
4. Iron & Steel Price Index
5. Wholesale & Retail Prices

(Weekly)

6. Weekly Security Prices
7. State of Credit
8. Car Loadings

(Monthly)

9. Iron & Steel Pro. Rate
10. Foreign Trade—All Commodities
11. Wage Factor
12. Freight Factor
13. U. S. Steel Unfilled Orders
14. Dodge Build. Awards
15. Bank Clearings
16. Coal Production
17. Cotton Consumption
18. Structural Steel Awards
19. Prices & Failures
20. Commodity Prices
21. Immigration
22. Copper Prices
23. Foundry Pig Iron Market
24. Steel Bar Prices
25. Freight Car Orders
26. Corn & Wheat Values
27. Steel Exports & Imports
28. Auto Production
29. Sheet & Tin Plate Prod. and Stocks
30. 112 Years of Prices
31. Monthly Employment Conditions
32. Value of the Cost of Living Dollar

--a service that assures every-issue reading

He is a shrewd space-buyer who looks beyond net circulations and rates-per-thousand and appraises editorial value to gauge how nearly a necessity a publication is to its readers.

Always closely read because of its authoritative price news,

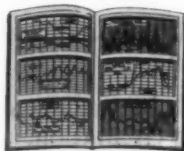
The Iron Trade Review

has doubly guaranteed every-issue attention by the addition of the exclusive

Business Trend Section

the four yellow pages of charts which give the executive in graphic form the latest information on the topics listed at the left

Subscribers have told us that we may renew their subscriptions automatically for life, providing only that we continue this "Business Trend" service.



THE IRON TRADE REVIEW

A Penton Publication

Member A. B. C., A. B. P.

**Chestnut and 12th
CLEVELAND**

Announcing

the Purchase of the

Joplin, Mo., News-Herald

by the

Joplin Globe

The Globe continues daily except Monday.

The News-Herald, every evening except Sunday. A Saturday edition is added and Sunday discontinued.

The morning Globe and evening News-Herald are sold in combination at 11c per line flat daily.

The Sunday Globe is sold separately at 9c per line flat.

Effective June 1, 1922.

Advertisers may take advantage of 4 days' leeway between morning and evening insertions of same copy and space if desired.

The News-Herald will be improved steadily in features and circulation.

The combination offers a better coverage of a splendid territory, an increasing circulation, a lower proportionate rate.

E. Katz Special Advertising Agency

Established 1888

NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

A. A.

Milwaukee

HER

the

Clubs

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port, Ia

Nebrask

wood

Springs,

A. A. C. of W. Unites Solidly behind Holland as President

Milwaukee Convention Ends in Complete Harmony—Important Changes in Working Plan

HERE, briefly stated, is what the Associated Advertising Clubs of the World did at the eighteenth annual convention last week in Milwaukee:

Elected Louis E. Holland of Kansas City, Mo., president and Jesse H. Neal of New York, executive secretary of the Associated Business Papers, secretary and treasurer.

Adopted revised constitution and by-laws reducing members of the executive committee from twenty-two to seven.

Declared the two leading objects of club work to be Vigilance and Education.

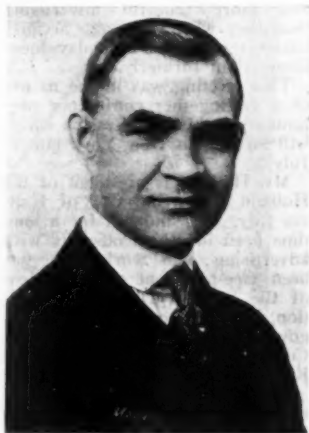
Selected Atlantic City as the meeting place for the 1923 convention and recommended that London be chosen for 1924.

On Wednesday Charles H. Mackintosh withdrew as candidate for re-election as president and instructed his supporters to unite behind Bennett Chapple, of the American Rolling Mill Co. The vote on Thursday was as follows: Louis E. Holland, 993; Bennett Chapple, 550. Homer J. Buckley was proposed as a dark-horse candidate, but refused to run.

The following vice-presidents were elected:

District No. 1, Frank A. Black, Boston, representing New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. District No. 3, F. X. Wholley, Washington, D. C., representing Maryland, District of Columbia, Virginia and West Virginia. District No. 5, Lynn W. Ellis, Cleveland, representing Kentucky, Ohio and Michigan. District No. 7, Robert Etter, Pine Bluff, Ark., representing Missouri, Kansas, Oklahoma and Arkansas. District No. 9, Joseph Langford, Davenport, Ia., representing Iowa and Nebraska. District No. 11, Harwood H. Faucett, Colorado Springs, Colo., representing Colo-

rado, Utah, Idaho and Wyoming. District No. 13, William P. Strandborg, Portland, Ore., representing Washington, Oregon and Alaska. District No. 15, H. S. Van Scoyoc, Montreal, Canada, representing Canada. District No. 4, David W. Webb, Atlanta, Ga., to succeed Frank Lowenstein, of Atlanta, resigned.



LOUIS E. HOLLAND, ELECTED PRESIDENT

Mr. Holland was called to the platform and briefly expressed his thanks. Later at a meeting of the newly elected executive committee Mr. Holland outlined his programme for the coming year, including the organization of new clubs and the promotion of educational and vigilance work.

"I am particularly interested in the further rapid development of the educational work of the association, for better advertising means more advertising and it means that advertising will be more useful to the public, to the advertiser and the advertising

medium," he said. "We must give more attention to educational work, for greater knowledge of advertising—a better conception of advertising practice, is needed on every hand. We must work until our educational work is as big and important as our vigilance work."

President Holland dwelt upon the growing demand for local Better Business Bureaus, for the protection of business men and the public against fraudulent advertising, and announced that six additional Better Business Bureaus were in immediate prospect. He said business men are more interested in better advertising and more truthful advertising than they were years ago because business problems of today loom larger than formerly.

This meeting was in the nature of a get-together conference preliminary to a special session which will be held in New York late in July.

Mr. Holland is president of the Holland Engraving Co., of Kansas City, Mo., and has for a long time been identified officially with advertising club work. He has been vice-president and president of the Seventh District Association, member of the board of governors of the Better Business Commission and president of the Kansas City Advertising Club.

The convention adopted without change the amended constitution and by-laws drawn by a committee headed by T. W. LeQuatte of *Successful Farming*, Des Moines.

Under the new constitution the executive committee, instead of consisting of twenty-two members, as formerly, will include the president, secretary-treasurer, chairman of the board of presidents, chairman of the national commission, representative of the sustaining members, representative of the women's clubs, and the retiring president.

There will continue to be district organizations under the supervision of vice-presidents, each of whom will be chairman of the district executive committee, this committee consisting of the club

presidents in the districts. It is proposed, eventually, to reduce the size of the districts, increasing the number of vice-presidents.

Each of these district chairmen, meeting with one representative from each department of the national advertising commission, will form a joint assembly to act during the annual conventions as a clearing-house for ideas and as a committee on nominations and resolutions.

Thus the local application of advertising principles will be expressed in this joint assembly through the representatives from the local advertising clubs, while the representatives from the departments of the national commission will represent what might be called professional advertising.

The convention ratified several resolutions, most of which had previously been adopted by the National Association of Newspaper Executives at their departmental meeting. These approved the existing advertising agency commission system, condemned unfair circulation guarantees as a part of any advertising contract and split commissions, endorsed the standards of practice of merchandising service adopted by the National Association of Newspaper Executives, and expressed its appreciation "of the rapid and efficient manner in which the Audit Bureau of Circulations has functioned in bringing the buyer and seller of space together."

An outstanding address at the Agricultural Publishers' departmental was that of E. T. Meredith, former Secretary of Agriculture.

Business, Mr. Meredith said, is dependent upon the farmer's buying power and, citing statistics, he asserted that, without exception, whenever the value of crops has increased the number of commercial failures has decreased.

The farms of America furnish a vast potential market for goods, he said, citing figures to show that only a small percentage of farms are equipped with modern conveniences and automobiles, trucks and tractors. And this market can

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Harper's Bazar

BUYERS' SERVICE DEPARTMENT

Confidential Advance Information Bulletin



In order that you may more closely tie up your merchandising with national advertising, there follows a list of products advertised in our June issue. These products are classified according to the interests of the various buyers. There is also given the amount of space used by each advertiser and the page on which it appears.

Space No. of
Used Page

Space No. of
Used Page

FOR THE BUYER OF DRESS ACCESSORIES

Hall's Dantelle (Lace Gloves)	1/4	119
Kleant Hair Hats	2/8	118
Kleinert Dress Shields	3	4
Lizaso Handkerchiefs (Tootal, Broadhurst, Lee)	3/2	105
Wied Dress Linings and Shields	3/4	107
Uno Bias Tape	3/8	121
Wlanop Panties	1	123

FOR THE BUYER OF CORSETS, GIRDLES & BRASSIERES

Tree Girdle	1/2	68
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FOR THE BUYER OF FURNITURE & HOUSE FURNISHINGS

John Refrigerator	1/2	111
Kapok Fabric for Draperies	2/4	119
Karpen Furniture	3/2	109
Koselink Hammocks	3/4	121

FOR THE BUYER OF HOSIERY

Gray	2	
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FOR THE BUYER OF JEWELRY & SILVERWARE

Green Watches	1/4	115
International Silver Co.	1	97
Spaulding & Co. (Pearl Necklaces)	2/8	113

FOR THE BUYER OF MILLINERY

Dege Hats	1/4	117
Simon Millinery Co.	2/2	110

FOR THE BUYER OF HEADS TO WEAR

Bergdorf Goodman (Hats only)	1/2	99
Stein & Sons (Hats only)	1/2	86
Ashby Millinery (Hats only)	2/3	134
S. E. Haines (Hats & Dresses)	1/8	117
Hays & Sons (Hats & Uniforms)	3/8	123
Porter (Hats & Uniforms)	1/8	123
Wilkin (Hats & Uniforms)	1/8	123

FOR THE BUYER OF SHOES

Beach Kicks, - Nothing Shoes - (Wm. G. Little & Sons) color page	11
Cousin's Shoes	1/4 105
J. Miller & Sons	1 103

FOR THE BUYER OF TOILET PREPARATIONS

Absorbine Jr., Antiseptic Liniment	1/8 117
Eleonor Adair Skin Preparations	3/8 125
Elizabeth Arden Toilet Prep.	1/8 118
Elizabeth Arden Perfumes	1/4 123
Arden - Cold Cream Powder	color insert 96a

Surjole - Mason Lescant face powder and "Ashes of Roses"	1/2 108-
Rouge	1/2 100
Cherise Perfum Gappi	1/2 100
Coty - Perfumes and Powders	1 91
Dennette "Magic" (Deodorant)	2/8 117
Garrity's "Eternity" (Hair Braid), Silk Hair Waves	3/4 107
Merby Gray Preparations	1/2 114
Guarola Face Powder	3/2 104
Houbigant Poudres de Talc	1 95
Inecto - Hair Tint	3/8 117
Kobi Co. - Golden Gilt Shampoo	3/8 123
Kotox (Sanitary Absorbent Pad)	1 8
Listerine	2/4 106
Lux (For Washing Fine Fabrics)	1/2 107
Mineralava Beauty Clay	1 99
Moot (Depilatory)	3/4 121
Monopi (Deodorant)	1/8 123
Odorono (Deodorant)	3/4 126
Pepodent Tooth Paste	3/8 96
Primrose House (Toilet Prep.)	3/2 122
Resinol Soap	3/8 92
Mrs. Rubinstein's Preparations	3/2 106
Venus Sanitary Service	1/4 127
Woodbury's Facial Soap	1 85
Zip (Depilatory)	1/4 115

FOR THE BUYER OF UNDERWEAR

Marcella Undergarments	1/8 117
White Fair Silk Underwear	1 12

FOR THE BUYER OF LUGGAGE

Wardrobe Chest	1/2 94
Likly Luggage	1/4 109

Another tie-up with the trade for the advertiser in Harper's Bazar who wants trade influence. Our monthly Trade Bulletin of Advance Fashion Information lists for the buyers of the best stores the advertisements of merchandise in our current issue. This Bulletin is studied as a fashion guide and purchasing directory by 4800 buyers in 607 stores in over 200 shopping-center cities.

Harper's Bazar

be cultivated if the manufacturer will only approach the country men and women as he approaches those whom he would make his customers in the city, he declared.

Of the 6,500,000 farms in the country, Mr. Meredith asserted, only 1,979,000 farms are equipped with automobiles; 2,508,000 have telephones, 644,000 are equipped with water systems, 452,000 have gas and electricity, 131,000 are equipped with trucks and 239,000 are equipped with tractors.

At the general session Wednesday morning the speakers were Edward F. Jordan of the Jordan Motor Company, Cleveland; John W. Gorby of the Cyclone Fence Co., Waukegan, Ill., and O. C. Harn of the National Lead Company.

On every hand expressions praising the convention from a standpoint of size and efficiency were heard—also many compliments for the exceptional programme of entertainment afforded by Milwaukee. There were nearly 3,000 registered delegates. The Milwaukee committee managed the various features without a hitch.

President Harding sent the following message to Norman L. McLean, president of the Milwaukee Advertising Council, to be read at the convention:

"The part that modern, scientific advertising has played and is destined hereafter to play in relation to the rehabilitation of business in a difficult era is so important as to make the consideration of the Associated Advertising Clubs highly important. I would have been glad to say something along this line had it been possible to come to the convention. I know, however, that your discussions will be helpful and promotive of the best results along these lines. My very cordial greeting to the delegates."

Officers elected by the different departments are:

American Newspaper Executives Association:

President: A. L. Shuman, Fort Worth, Tex., *Star-Telegram*. Vice-President: Harvey Young, Columbus, O., *Dispatch*. Secretary: Ralph A. Perry, Fort Worth,

Tex. Directors: George Preston, Cincinnati, O., *Enquirer*; Joe W. Simpson, Philadelphia, Pa., *Bulletin*; Harry T. Watta, Des Moines, Ia., *Register and Tribune*; H. W. Roberts, Cleveland, O., *Plain Dealer*; Frank Tripp, Elmira, N. Y., *Star-Gazette*. National Commission members: Frank Webb, Baltimore, Md., *News*; Frank T. Carroll, Indianapolis *News*; G. M. Burbach, St. Louis *Post-Dispatch*.

Community Advertising Department:

Charles F. Hatfield, of the St. Louis convention bureau, president; M. A. Tancock, Omaha, vice-president, for research; Perry Williams, Minneapolis, vice-president, for tourist travel, and Ralph Faxon, St. Louis, secretary and treasurer. These officers with L. D. Fuller, Jamestown, N. Y.; J. M. Mallory, Savannah, Ga.; N. Buchner, Asheville, N. C.; A. W. McKeand, Terre Haute, and J. W. Pierce, Clinton, Ind., make up the new executive committee.

Industrial Advertisers' Association:

Keith J. Evans, Joseph T. Ryerson Co., Chicago, president; P. C. Gunion, New York, vice-president; A. K. Birch, Milwaukee, treasurer; H. J. Baum, Chicago, secretary. Directors for one year: J. C. McQuiston, Pittsburgh; Bennett Chapple, Middletown, O., and H. L. Delander, Chicago. Directors for two years: H. J. Downs, New York; P. A. Powers, Chicago, and Ezra Clark, Chicago. Directors for three years: W. A. Wolff, New York; L. F. Hamilton, Boston, and Julius S. Holl, Chicago.

Financial Advertisers' Association:

President, W. W. Douglas, vice-president of the Bank of Italy, San Francisco; Gaylord S. Morse, Chicago, first vice-president; Carroll Ragan, New York, second vice-president; A. C. Flather, Washington, third vice-president; Carl A. Gode, Chicago, treasurer. Representatives on the national commission of the Associated Advertising Clubs: M. E. Holderness, St. Louis; F. W. Ellsworth, New Orleans; G. W. Cook, Chicago.

Association of Newspaper Classified Advertising Managers:

Harry Gwaltney, of the Milwaukee *Journal*, president; C. W. Nax, St. Louis *Globe Democrat*, first vice-president; John L. Irvin, Des Moines, Ia., *Register and Tribune*, second vice-president; G. N. Gunderson, Baltimore *News and American*, secretary and treasurer; C. L. Perkins, Chicago *Herald and Examiner*, executive secretary.

Directors elected were: H. G. Bar

(Continued on page 48)

Intelligent Service

Too intelligent to seek to upset plans that are already good and smart enough to make plans good where they are not, the merchandising service of the Chicago Evening American is rendering a *real* service to advertisers and agencies, as scores of them gladly testify.

CHICAGO EVENING AMERICAN

Daily average circulation (A. B. C.) 415,056 — the largest evening newspaper circulation in Chicago



The "Balance Sheet of the United States"

A noted editor has said "the daily balance sheet of this country is that Business Section of the Public Ledger. There is nothing like it anywhere else."

PUBLIC

The circulation of the Public Ledger, morning and evening, is more than 250,000

Every week-day it covers all the live business news, presenting it in a separate section, complete in itself, the only one of its kind in the United States.

This business news has a daily circulation of more than 1,750,000, for it appears also in the following newspapers, which subscribe for it through the Ledger Syndicate:

Berkeley, Cal., *Gazette*
Chicago, Ill., *Journal of Commerce*

Cleveland, Ohio, *Commercial*
Dallas, Texas, *Times-Herald*
Davenport, Iowa, *Daily Times*
Dayton, Ohio,

Herald & Journal
Des Moines, Iowa,
Register & Tribune

Duluth, Minn., *Herald*
Greensboro, N. C., *News*
Indianapolis, Ind., *Daily Times*
Jackson, Mich., *Citizen Patriot*
Los Angeles, Cal., *Express*
Memphis, Tenn.,

News-Scimitar

Milwaukee, Wis., *Journal*
New York City, N. Y.,
American

Portland, Me., *Evening Express*
Portland, Ore., *Oregonian*
Pueblo, Col., *Star-Journal*

Richmond, Va., *Times Dispatch*
Rochester, N. Y., *Herald*

San Francisco, Cal., *Bulletin*
Seattle, Wash., *Times*

South Bend, Ind., *Tribune*

Tokyo, Japan, *Advertiser*

Vancouver, B. C., *Province*

Washington, D. C., *Post*

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

ringer, Indianapolis *News*; J. H. Butler, Houston, Tex., *Chronicle*, and J. L. Berglund, Atlantic City *Press*.

Associated Retail Advertisers:

President, E. S. Goldstein, The May Co., Cleveland; first vice-president, Evan Ellis, Stern Bros., New York; second vice-president, P. J. MacAuley, Meier & Frank, Portland, Ore.; secretary-treasurer, Sophia Alexander, Flint & Kent, Buffalo, N. Y.

Directors—Frederic A. Weston, Rothschild's, Chicago; D. L. Weston, Thomas Morgan & Sons, Montreal, Quebec; Amy Armstrong, LaCoste, Walker Bros. D. G. Co., Salt Lake City, Utah; Bert Barber, H. C. Meachem Co., Fort Worth, Tex.; Harold C. Tunison, Pettibone Peabody Co., Appleton, Wis.

Members of National Commission—Louis Blumenstock, Stix, Baer & Fuller, St. Louis, one year; George R. Schaeffer, Marshall Field & Co., Chicago, two years; E. S. Goldstein, The May Co., Cleveland, three years.

Associated Junior Advertising Clubs:

Hubert J. Echele, St. Louis, president; Leon Baker, Des Moines, first vice-president; H. E. Chilton, Kansas City, second vice-president; Burr Lee, Milwaukee, third vice-president; George C. Nagel, Girard, Kan., secretary; Ernest C. Harriman, Columbus, O., treasurer.

Members of the National Association of Theatre Programme Publishers held a reorganization meeting and planned to adopt a standard rate card for programme advertising and new by-laws. The association expressed itself strongly in favor of action which will bar from theatre programmes all questionable and misleading advertising. The following officers were elected:

E. E. Brugh, president, Clyde W. Riley Advertising System, Chicago, president; D. R. Mills, Omaha, Neb., vice-president; James G. Sprecher, Los Angeles, secretary and treasurer. Directors include E. E. Brugh, James G. Sprecher, Ralph Trier, New York; D. R. Mills, Richard Cohn, Detroit; John H. Logeman, Chicago; Samuel Newman, St. Paul. Members of the National Advertising Commission: John H. Logeman, for three years; D. R. Mills, for two years; J. C. Chevalier, New York, one year.

Directory and Reference Media Department:

President, George W. Overton, R. H. Donnelley Corporation, Chicago; vice-presidents, Col. H. H. Burdick, S. E.

Hendricks Company, New York; R. L. Polk, Jr., R. L. Polk & Co., Detroit; secretary-treasurer, J. H. Bragdon, Bragdon, Lord & Nagle, New York; executive committee, chairman, George W. Overton, Chicago; H. J. Farnham, New Haven, Conn.; Thomas H. MacRae, Chicago; members of national commission, R. H. Donnelley, Chicago; Wilson H. Lee, New Haven; G. D. Marcy, Boston.

Association of North American Directory Publishers:

President, J. Martin Gardner, Might Directories Company, Toronto; vice-president, R. L. Polk, Jr., Detroit; H. A. Manning, H. A. Manning Company, Springfield, Miss.; secretary-treasurer, F. J. Loranger, R. L. Polk & Co., New York; trustees, R. L. Polk, Detroit; W. L. Richmond, Richmond Directory Company, New York; A. B. Boyd, W. H. Boyd Company, Reading, Pa.; W. G. Trchiana, C. E. Howe Company, Philadelphia; W. O. Foote, Atlanta City Directory Company, Atlanta; Wilson H. Lee, Price & Lee Company, New Haven, Conn.; D. W. Bowman, Burch Directory Company, Akron, O.; G. D. Marcy, Sampson & Murdock Company, Boston; H. J. Farnham, Price & Lee Company, New Haven, Conn.; Llewellyn Williams, Jr., Williams Directory, Cincinnati, J. L. Hill, Jr., Hill Directory Company, Richmond, Va.

Associated Business Directory Publishers:

President, Col. Henry H. Burdick, S. E. Hendricks & Co., Inc., New York, re-elected; vice-president, Thomas H. MacRae, MacRae Publishing Company, Chicago; secretary-treasurer, J. H. Bragdon, Bragdon, Lord & Nagle, New York. Executive Committee: Col. Henry H. Burdick, chairman; Thomas H. MacRae, George W. Overton, R. H. Donnelley Corporation, Chicago; Eli J. Loranger, R. L. Polk & Co., New York, and Harold W. Davison, Davison Publishing Company, New York.

Screen Advertisers' Association:

Chairman, D. D. Rothacker, of the Rothacker Film Manufacturing Company, Chicago; vice-chairman, Russell Simpson, of Russell Simpson Company, Dallas, Tex.; Secretary-treasurer, H. V. Winn De Vry Corporation, Chicago.

W. E. Fellows Joins Columbia Motor Company

The Columbia Motor Company, Detroit, has appointed Waldo E. Fellows as advertising manager. Mr. Fellows was formerly with the Albee Corporation and the Continental Motors Corporation.

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A fish can't
teach you
how to swim



EVEN a fish that could talk and understand your speech could not possibly think of water as you think of it. He could not imagine the reason why you can't swim.

You would merely impress him as being a very clumsy and defective kind of fish. He would watch you drown without knowing you were in trouble.

When you try to sell your goods to people, do you really put yourself in the place of the customers you seek?

Most manufacturers can give a dozen reasons why they

want to sell their wares to every one reason they can give why a man or a woman should buy them.

The public knows you want to sell the thing you make. What the public isn't always told is where the advantage comes in buying your goods.

Word-of-mouth advertising is said to be the best kind. It is. Word-of-mouth advertising is not salesman talking to buyer, but buyer talking to buyer—speaking the same language — with the same needs in mind.

Advertising done in the public prints can be word-of-

mouth advertising if it talks in terms of the buyers' need for the merchandise rather than the sellers' desire to sell.

That is not easy, but it can be done. Human beings can teach human beings how to swim and how to buy.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, Inc.

Advertising

10 STATE ST.
BOSTON

381 FOURTH AVE.
NEW YORK

McCORMICK BLDG.
CHICAGO

Moulding favorable public opinion for articles or services that deserve it

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Appliance Sales Speeded in Month's Drive

How the Utah Light and Power Company Sold a Thousand Washing Machines in a Month

By Robert Bostick

EVERY manufacturer is interested in tangible illustrations of successful efforts to lessen seasonal depressions. Among the ideas which have almost always proved successful is that of selling the consumer a new use in an off season, or an allied product which will call for the use of the manufacturer's merchandise. Because of the nature of their business, the electric light and power companies have been for a long time careful students of the business curve. When the central-station plants were developed in the early days for the purpose of lighting, they started at dark and ran until midnight with a peak load between seven and nine o'clock in the evening. With the load not well proportioned, it soon became evident that a big amount of capital had to be invested in machinery and transmission equipment and that the rate of return would be very low if the load wasn't proportioned better.

As has often been told in **PRINTERS' INK**, many devices and ideas were used by the public utility companies to sell electric motor drives for mills and factories. In smaller cities, of course, this plan did not offer so big an opportunity as in big cities, and so the idea of selling household appliances was taken up. Selling power for pumps and electric fans in summer, educating local coal dealers to go in for the manufacture of ice in the hot summer weather—these and many similar ideas have been used in the industry. Electric irons, electric fans, electric furnaces and electric vehicles also were successively taken up as methods of increasing the load. The irrigation business has also been used by central stations to fill up valleys. It is said that in the West

there is one town where houses are heated by electricity because practically all of the load on the power plant is used for irrigation during the summer and there is little demand on the generating capacity during the winter, which makes electric power at a low price for heating possible.

As the plan for concentrating on certain household appliances and making a profit on their sale, as well as building up the load, became more general, many central power companies in different parts of the country concentrated in specific months on some one appliance. A good example of a tangible and specific campaign in which these two ideas are combined is that of the Utah Light & Power Company.

This example has a particular interest for advertising men because of the fact that big newspaper space was used locally before and during the entire campaign for an electric washing machine. The slogan adopted was, "A Copper Washer for a Silver Dollar." Before the advertising campaign started, a series of letters was sent to consumers telling them to get ready to visit the retail stores of the power company during the month because a new improved automatic washer would be offered on terms of \$1 down and \$5 a month. The test to which the machine had been put, during which it was kept at work 2,059 hours—a usage far greater than the average family will ever require—was told.

When the campaign started, illustrations of the washer were used in the newspaper copy, terms outlined, and the stores both in Utah and Idaho listed. Details of the campaign and its results are thus described by the superintendent of lighting and appliance sales:

"The results that can be secured by concentration of sales energy for a definite period and with a definite goal in mind is shown by the manner in which the electric washing machine campaign of our company 'went over' this year.

company were over this year:

"A drive on washing machines during the month of March has been an annual event with this company for several years past and the reputation for dependable service of the particular washing machine sold, gained through 'back door' advertising, plus a basis of purchase which fits into the family budget and permits the great masses to enjoy the comfort of such a labor-saving device, plus a generous use of advertising and a lot of good hard work by the selling organization, made this campaign wonderfully successful during a period when, to say the least, strategy was required to make sales.

"A quota of 1,000 machines was set for the drive, divided proportionately among the various divisions of the company, and herein lies one of the important features of the plan."

"The establishing of a quota naturally sets up an obstacle to be overcome and also creates a keen spirit of rivalry between divisions so that the campaign takes on the form of a contest, and when a selling organization can be keyed up to the contest idea and the sporting blood of the men excited, the sky is the limit.

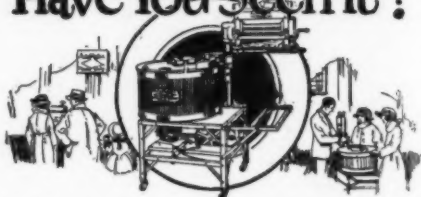
"It so happened that for the first time this company offered to its customers a popular priced copper washing machine, and this fact was effectively capitalized by use of the slogan, 'A Copper Washer for a Silver Dollar.'

"Street-car banners, electric

signs, service trucks, store fronts and newspaper advertising every day were driving home this message. It was utterly impossible for anyone to miss this appeal and it was so easy to respond to the call that when the doors closed on the last day of the campaign, a total of 1,191 washing machines had been sold.

"Euthusiasm was kept at a high

Have You Seen It?



It Works Like Magic...Makes Child's Play of Wash Day

HUNDREDS of other women have seen and praised the New Look! This week is our turn.

"My favorite is the greatest paper I have in the house. It says love, hope, strength and wisdom. I didn't think there could be a love machine made in the New York City area."

one year, modified insurance.

This is what one of our customers said when she saw the New Improved Autolife. It is easy to operate, efficient and will wear almost forever—for it is steadily built completely of metal with a true double-roller job.

**How Much Does It Cost You
to Have Sweet, Clean Clothes?**

To Have Sweet, Clean Clothes?
 You take pride in having plenty of clean, sweet-smelling, comfy clothes to keep the happy clean and cozy place and sweet clothing for every member of the family.

The Automatic Way is the Economy Way

It costs you less for shortlines with the Autolines than for the use of big old trucks.

Learn to Think and Use the Appendixes at Work. **Continued**

Copyright Table—

1000

100% Satisfaction Guarantee
 24/7 Customer Support
 Free Shipping on All Orders

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Special Terms for March
\$1 Down and
\$5 a Month

Ask About the Elements That Come With Every Model.
"A Wonderful Woman Made Better"

OFFICE: 67000—New York, N.Y. Phone: (212) 670-1000. Telex: 670100.

19499 970222-01. Abstracts. Abstracts. English. 1949. 100 p.

UTAH POWER & LIGHT CO.

COPY THAT PAVED THE WAY FOR THE SALESMEN

nitch among the salesmen by sending out daily bulletins showing sales of each division for the preceding day and urging them on to greater effort. It was not uncommon for salesmen to report calls at 7, 8 and 9 o'clock in the evening, and they were always on the job from half to an hour earlier each morning. They were willing to make personal sacrifice of time in an effort to have their division go over the top first.

"The interest of employees other than salesmen was also kept up by paying a small sum for prospects which were later closed, and a slightly larger commission if the employee was able to close the sale himself.



Eliminate 850,000 lines of internal patent medicine advertising carried by The Tribune during the last three years, a class of copy The Journal does not accept, and The Journal's average yearly "clean" lead in National Advertising has been 61,000 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

"Many may think that washing machines sold on such liberal terms is hazardous practice from a credit standpoint, but our experience, based on several years of selling on this plan, proves that with proper check-up of customers in advance the losses are practically nil. What few machines are returned—mostly on account of financial reverses, rather than deliberate attempt at fraud—are readily sold at a good price. In fact, we almost continually have a waiting list for these used machines.

"Included in our activities were such things as decorating the curb line with washers in front of the offices for the entire width of the store, painting footprints on the sidewalk leading from both property lines into the store, painting the floor inside of our stores with selling talk, tagging the machines sold and allowing them to stand on the front sidewalk, with customers' names on, for a few hours before delivery and various forms of action displays in windows by using the mechanism of the washing machines."

In a successful accomplishment of this kind designed to build more business in an off season, the Utah Light & Power Company combined two things which are essential:

A.—A good merchandising idea.

B.—A plan to overcome the inertia of the individual salesman, salesman.

Setting a definite quota before the start of a timely sales effort will build competition among individuals and is a good method to overcome that "What's the use?" feeling, so responsible in many organizations for low summer sales.

"Sheet Music News," a New Publication

Sheet Music News is the name of a new monthly trade journal devoted to the interests of the dealers in sheet music, music rolls, records, etc., which is being published in New York. The first issue is dated June. Adrian F. Boylston is business manager of the new publication.

Rules for Registering a Trade-Mark

C. N. MULLICAN CO.
LOUISVILLE, June 1, 1922.

Editor of PRINTERS' INK:

Can you please inform us where we may secure a copy of the latest rules and regulations governing the registering of copyright trade names?

Many illuminating articles on this subject have appeared in PRINTERS' INK but the writer's back files of your publication were destroyed and lost in our recent change of location.

C. N. MULLICAN CO.,
C. N. MULLICAN.

WRITE to the Superintendent of Documents, Washington, D. C., and ask for a copy of the pamphlet entitled "United States Statutes Concerning the Registration of Trade-Marks with the Rules of the Patent Office Relating Thereto." This contains all the necessary information, together with application forms. There is no charge.—[Ed. PRINTERS' INK.]

American Institute of Architects Acts on Advertising

As a result of a conference on better advertising to architects the American Institute of Architects has passed a resolution authorizing the creation of a new committee in its organization which will have the following duties:

"To advise and counsel with manufacturers, who may so desire, on the character of their advertising as to size, form and content.

"To assist in furthering the use, by Architects and Producers, of the Standard Construction Classification adopted by the American Institute of Architects.

"To promote sincerity and reliability of statement in advertising."

Advertising Ruled an Operating Expense

In granting the application of the Kansas City Railway Company for a continuance of present fares for six months, the Missouri Public Service Commission orders the receivers to post notices in the cars and publish, at least quarterly, in the daily newspapers of Kansas City the facts as to where tickets at special rates may be obtained. This rules that advertising to promote business is a proper charge as an operating expense.

E. A. Krumbein has been appointed advertising manager of the International Corset Company, Aurora, Ill.

NUMBER TWENTY-FIVE OF A SERIES

*Another Advertiser
Testifies to the
Boston American's*

Proved value to Advertisers

Haines Furniture Co., complete home furnishers of Boston, write: "We have been a consistent advertiser in all the large Boston papers. We have tested all the papers very thoroughly, and are pleased to say that the results obtained by your paper were very gratifying and have encouraged us to enlarge our copy in your paper."

Hundreds of similar letters on file.

A Remarkable 3-Cent Evening Newspaper

BOSTON AMERICAN

Research and Promotion Departments at Service of Advertisers



Is your line linked to your leader?

*How one manufacturer insures "team-work"
throughout*

A WELL-KNOWN manufacturer was marketing a whole line of products—some world-famous, some comparatively new. How could each one be given a distinct individuality, yet assured a family resemblance?

Many other manufacturers face this same problem. Unity in *all* the elements of packaging and display is more and more clearly recognized as bearing directly on sales. And the prestige of a leader in a line must help to sell its companion products.

The old method of ordering labels from one firm, containers from another, display material from a

RO
CHICAGO

third, has been found to introduce so many unrelated ideas that a unified selling appeal becomes difficult.

The Pompeian Company is only one of many leaders in various lines of industry who have found in "centralized planning" the key to this difficulty.

Every element in the packaging and display of Pompeian products is now worked out by the same group of Gair experts. A consistent relationship in design, lettering, illustration, and color-scheme is assured. Not only is every product a complete and harmonious unit, but every one is instantly identified as part of the Pompeian family.

Thus each one benefits from the prestige of the others.

Our special Creative Department, with its own staff of artists—our unequalled facilities for multicolor, offset, and lithographic work—our years of successful experience—all help to make Robert Gair Company the logical source of supply for every element in modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

A postal will bring you our new booklet, "Testing the merchandising value of a package."

Folding boxes, Labels, Window displays—different for each product—yet each is instantly recognized as part of the Pompeian family.



ROBERT GAIR COMPANY
 350 Madison Avenue, New York

CHICAGO

PHILADELPHIA

BOSTON

BUFFALO

A Sample of One of Many Letters Received Thru Our Farm Girls Department

"Dear Pals:

I know that every girl wants her skin to be as soft and beautiful as possible, so I am sending a suggestion for such. My skin used to be rough and dry. I tried various treatments, but without satisfaction. Finally I thought of another plan. That plan is as follows:

Before washing your face, rub cold-cream on it—a good amount, too."

Girls on the farm are just as much interested in beautiful complexions, clear skins, and in purchasing cosmetics of all kinds as girls in the city.

Dealers in the smaller cities and towns of the Central West say they are selling large quantities of cosmetics of all kinds to farm women and girls.

We have just made an investigation of the market which we believe will be of vital interest to every manufacturer of face creams, face powders and many other cosmetics. An analysis of this investigation will be sent on request by addressing any of the offices below.

THE FARMER'S WIFE

A National Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Member Audit Bureau of Circulations

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A Million-Dollar Campaign

Selling the Art of Reading to the Well-Known Human Race

By Earnest Elmo Calkins

MR. A. EDWARD NEWTON wrote an admirable article about the advertising of books, which was printed in the *Atlantic Monthly* last year. Since then it has been included in his new volume of collected essays, "A Magnificent Farce," where access can be had to it permanently. So I presume that by now every publisher has read it, and even some booksellers. The title of that essay was, "A Slogan for Booksellers," and the suggested slogan was "Buy a Book a Week."

The slogan has even been used a bit already in advertising by some publishers, but only sporadically. It has not yet been put over in the way that "You press the button," or "Eventually, etc.," or "I'd walk a mile for—" has been put over. The phrase has not become a part of our vocabulary, nor has it received the conclusive seal of approval conferred by the humorous paragraph, newspaper cartoon or vaudeville joke.

There's no magic in a slogan as such. It's making it known that makes it a slogan—that is, carrying it home to the 100,000,000 people of the country—that gives it its power.

But even if it had been put over, as underwear, cigarette and phonograph slogans have been put over, even if book buyers bought a book a week as many of them now do, it still, in my estimation, would not have been adequate. "Buy a Book a Week" appeals only to book buyers and book readers. It says to those who do buy books, buy a book a week—even to those who now buy two books a week. It makes no provision for creating book buyers. It appeals only to that loyal little band which now supports the book publishing business and urges that group to speed up its efforts.

I beg to submit a further slogan as a corollary to Mr. Newton's, and for circulation among the

book trade exclusively. And that is, "A cent a copy to sell the art of reading." There are about 100,000,000* volumes printed and published in this country every year. A cent a copy would yield an advertising appropriation of \$1,000,000 a year—not a large appropriation, for the purpose, but it will serve, especially if it is thoroughly understood right at the start that this is a permanent advertising campaign. With this fund so raised the book publishers should proceed to use advertising to teach people to read books as they have been already taught to ride in motor cars, go to the movies, or use raisins and oranges and prunes in unheard of new ways—by advertising. It is safe to infer they could be interested in books.

MUST "SELL" THE READING OF BOOKS

With many not reading books is merely a habit. They don't read books because it isn't the thing to do. A large percentage of motor sales are due to mere emulation. People buy cars because other people have them, almost as much as because they want cars. Watch the growth of radio and you will see the thing work out. It's the desire to be in the style, to do or have the thing everybody is doing or having. It would take a lot of money to make reading a fashion—to make people read books because everybody was doing it—to make reading as popular as dancing, the movies or chewing gum—but it would be worth every cent that it cost.

Advertising a particular book is all wrong. Publishers have tried it for years and got nowhere with

*The figure is from an article on the "Printing and Publishing Industry" in the "A. B. P. News" for May, which also states that the total sales for the year 1919 were \$127,578,093. So presumably the figures giving the total number of books sold are for the same year.

it. In very few instances has advertising made the sale of a book. The usual practice is to advertise. The usual practice is to advertise after the book has already proved it does not need it. It is difficult, not to say impossible, for the publisher to pick out the winner. Published "Mrs. Wiggs of the Cabbage Patch," no one knew it was going to be a best seller. Another book brought out at the same time was picked as a promising subject and the money was put on that. It proved a frost, but Mrs. Wiggs forged ahead of its own accord. After it had showed unmistakable evidence of becoming a big seller, advertising was used to do more quickly what would have come about in time in any case.

All publishers have had such experience. So all publishers have fallen back on the same conservative method. They publish a list of their offerings from time to time and let the public make its selection. As soon as the favorites are selected, the publisher backs them with his advertising money.

The trouble is that book advertising presents a problem unknown to any other product. The publisher cannot guarantee the uniform quality of his goods. The baked-bean man, the canned-soup man, the Shredded-Wheat man can always deliver beans, or soup, or breakfast food of the same quality. When he sells a customer, if his goods have given satisfaction, a part of his advertising is taken care of. The housewife knows that she can always get just the same good beans by buying Heinz.

A PUBLISHER'S OUTPUT IS OF UNEVEN QUALITY

But that is not true of a book. Because one has liked one Scribner book is no sign that one will like the next one. It is no sign that the next one will be as good. Even the next book by the same author does not have that guarantee. Heinz can go on baking beans forever, and the last can will be just as good as the first.

But Galsworthy cannot go on forever writing books, nor is there any way the publisher can know the next one will be as good as the last. Obviously, Galsworthy should have more readers than he has, but it is not practicable to do enough advertising on Galsworthy to saturate the market. The total possible market of Galsworthy is not large enough to justify a bean appropriation. Also, the individual's consumption of Galsworthy is naturally more limited than that individual's consumption of baked beans. People can and do eat baked beans, the same baked beans, year after year, but they cannot go on reading Galsworthy year after year. After they have read all the Galsworthy there is, they may even read him again, but they seldom buy new copies for the purpose. Every time they consume a can of beans they have to buy a new can. So the manufacturer of baked beans whose beans have given satisfaction has a more or less permanent market. Thereafter his advertising is concerned largely with finding new bean eaters, and only partly with keeping his present consumers sold.

Suppose Scribner's advertised to make the widest possible market for Galsworthy. When they had sold out his last book, and a book a year is a pretty small output for a publisher anyway, that advertising is of no value to "The Beautiful and Damned," or "Mr. Depew's Reminiscences." The publisher must begin all over with each separate new book. Each new book is a separate product, and no one book, however popular, justifies a large enough appropriation to adequately advertise it. Nor can the publisher advertise himself—as a book publisher—because, as has been said, the publisher cannot, in an advertising sense, stand for anything in the public's mind. He cannot guarantee his books as being sure to please because they are Scribner books. He has no continuing good-will, which is the biggest and the most desirable product produced by advertising.



Ring W. Lardner is a master of that rare and warm-hearted humor that laughs not so much at people for their foibles as with them. That's why his appeal is so universal. His genial articles will be a feature of every issue of Cosmopolitan from now on.

If it were possible for the publishers to divide up all the authors according to the nature of their product, so that Scribner's published all the high-brow English fiction, Dutton nothing but recollections of elderly gentlemen, Appleton popular magazine serials, Harcourt, Brace & Co. post-war flapper stuff, and so on, then the publisher's name might become a trade-mark for a certain kind of book, but even then there would be that variation in style, ability and interest between different authors to overcome. Publishers have reached out vainly for something approximating this—that is, a trade-mark—as can be seen in the phrases "It's an Appleton book," and the Borzoi books, which are really trade-marked.

But few people have any idea who publishes the books they now read.

There have been successful but limited examples of the factory idea applied to books. The late Nicholas Van Rensselaer Day, better known as Nick Carter, turned out a book a week after a prescription that never varied, just as Heinz turns out beans. Advertising could have been applied to this product exactly as it is applied to any standard merchandise. The same thing was done by Oliver Optic, Horatio Alger, Jr., and the author of the endless series of Elsie books, but such things are not literature, and it is significant that most of these authors hid behind pen-names.

But in spite of all these and other efforts to advertise books, book buying is still confined to a small and select coterie, except an occasional best seller which gets out and into the hands of that class which never reads a book except when it has absolutely nothing else to do. And what is needed is a larger class of those who will neglect golf, forego motoring, stay away from the movies, cut out social engagements, and quit work if necessary, to read a new book—a class which looks forward to a book as a holiday, and which finds no wait, no journey, no evening in a strange

hotel a bore when and since it gives them an opportunity to read a book.

There are more than 105,000,000 people in this country, and at present they are buying 100,000,000 books a year. If they took Mr. Newton seriously, they would buy 5,200,000,000 books. I think we are safe in extending the book-buying public to within 5 per cent of the total population of the country, as there are books for every age from a year up. But, of course, there is no such even distribution as that. Some of us buy many books and many of us buy none. The present 100,000,000 are sold to a small fraction of the total population, and the greatest of the best sellers does not reach as many homes as any one brand of baked beans.

EXTEND READING HABIT—DON'T TRY TO INFLUENCE TASTE

What is indicated is a form of advertising that will make book enthusiasts, that will sell the reading idea, that will make more people include books in their scheme of things, make books a subject of conversation around a dinner table, or in the smoking car. At present intelligent business men are afraid to be caught with ideas about books. They are ashamed of any leanings toward literature. They have definite opinions about the abolishing of the stymie, the fighting form of Benny Leonard, the best motor route to Poland Springs, but they have no opinion at all about Hendrick Van Loon, or Harold Bell Wright, or May Sinclair. You will notice that I am not bothering about literary values. For the purpose of this plan a book is a book. Advertising to extend the habit of reading will extend it along the present lines. More people will always read Gene Stratton Porter than will read Willa Sibert Cather, but the aim of the plan will be to make more people read both kinds, all kinds—in short, make more people read more.

But there is bound to be another result. Make the country as a whole more conscious of books,

WHY

IS AN

ADVERTISING AGENCY?

YOU have never heard anybody ask, "Why is a cheese factory?" Nor does any one inquire the reason for a grocery jobber. Yet an occasional notoriety seeker rises to suggest that an advertising agency's reason for existence needs questioning—that its profits are unholy. Here's our answer:

Hoped-for profit is the reason for the existence of any business. Men will stake their "all" on their ideas in the hope of making more than salaries. If they make money in the cheese business or as grocery jobbers every one applauds and confidence grows.

We think the same feeling should exist regarding advertising agencies—*plus unusual confidence and respect for the steady earners.* The agency business is extremely hazardous. Less than 50% survive 10 years. Few agencies achieve 5% net on their volume.

Naturally the advertiser who objects to an agency making a

profit on his account gets just what is coming to him—mighty poor service. And the agency that takes unprofitable accounts is a pretty risky place for any advertiser to place his confidence.

This agency exists primarily to make money. We have been doing it for 14 years—making a little more each year. We staked our "all" on our idea—that agency methods comparable to engineers' and scientists' would prove extra resultful in advertising. They have. For instance—

The Hoops Method of Constructing Advertising

Here is something unique, we believe. Its object is to make genuine understanding possible between agent and client. To reduce careless criticism. To make hasty decisions unnecessary. To produce advertising which exactly meets the situation.

One of the surprising accomplishments of this method has been to make clear to the various executives in an advertiser's organization the objects sought in their advertising. Result—all co-operate in attaining the object. If you want better-done advertising, let me personally explain our method.

WALTER W. HOOPS

HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association
of Advertising Agencies
9 EAST HURON STREET



National Outdoor Advertising Bureau
Audit Bureau of Circulations
CHICAGO, ILLINOIS





A Beginning Without Precedent

FEW magazines, even in their entire history, have been able to command so distinguished a list of contributors as The Elks Magazine has presented to its readers in its first few issues.

Nothing else would have met the exacting standards which the Elks have imposed upon the publishers of their magazine,—but their presence in The Elks Magazine helps to explain the extraordinarily cordial reception which the new magazine has received.

These great writers are giving their best to The Elks Magazine because they know they are writing and illustrating in company with men and women of standards equal to their own—and because they know that in The Elks Magazine they are reaching an audience appreciative of the best and accustomed to receiving it.

If these great writers are so alert to grasp the opportunity to express themselves to this great audience, will advertisers be long in discovering the advantages which The Elks Magazine holds forth for them?

After all, the greatest advertising mediums are the greatest magazines.

The Elks Magazine

"850,000 Voluntarily Subscribed For"

50 East 42nd Street, New York City

Telephone Vanderbilt 8727

EASTERN OFFICE: Rufus French, Inc., New York

NEW ENGLAND OFFICE: Charles Dorr—J. Walter Conner, Boston

WESTERN OFFICE: Archer A. King, Inc., Chicago

PACIFIC COAST OFFICE: A. J. Harris Hill, San Francisco

and its taste will improve. The man who begins golf with a score of 150 is at first delighted to think he can play at all. But as he gets farther on and gets the effect of the golf mind, he wants first to be in the around-a-hundred class, and then he strives for the low handicaps—not, be it understood, because his is a soul that yearns for perfection, not even, as a rule, because he is keen about golf, but simply because his world, the men he is associated with, think that it matters and judge him and each other so, and he is affected by their attitude, by the state of mind that exists. It is emulation.

In the same way, if the same bunch talked books, as they now talk baseball, or boxing, or golf, or motoring, or radio, or movies, or dancing, and he in the same way began to realize that there were circles within circles, he would automatically try to pass from the dub to the par class—from Peter B. Kyne and Larry Evans to Sinclair Lewis and A. S. M. Hutchinson, and then on to Wells and Galsworthy, until he got up to within four of scratch—say William James' Letters or Tinker's Boswell or Maria Chapdelaine.

CAMPAIGN WOULD BE OF ABSORBING INTEREST

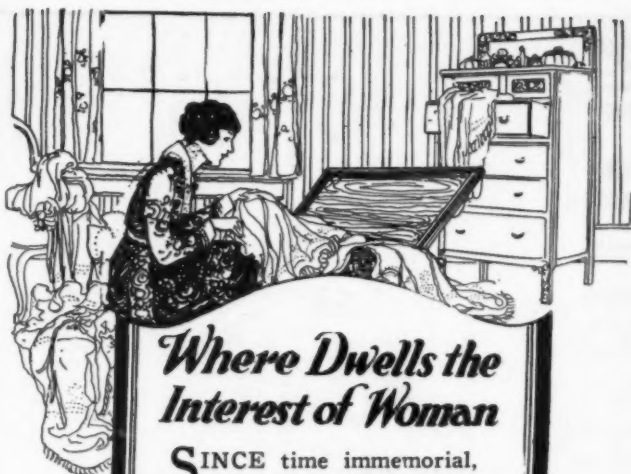
The campaign that might be built out of this idea would be one of most compelling interest. The copy would never halt for lack of material. Books and reading have been praised for three or four thousand years by men whose names would illuminate the page like stars. Long before printing made books and advertising possible, men began to boost reading. The art of reading has everything in its favor—as occupation, information, discipline, pleasure, amusement, instruction — pretty nearly everything a man wants can be found in books. Why should not advertising be able to communicate a liking for reading? If prunes or raisins or oranges can advertise and create new customers, teach people to eat more and use them in more ways, and

induce more people to use them and thus enlarge their markets, surely books can do the same. There is a book called "The Book Lovers' Enchiridion," or 450 pages filled with nothing but what great men from Solomon and Socrates down to Lang and Stevenson have said about books. The modern copy writer, who has learned to build up historical and picturesque backgrounds behind furs, and banks, and silks and watches, would have an unlimited storehouse when it came to books.

No specific book would be advertised, except where mentioned as instances. The aim would be to sell not a book, or a publisher, but reading, a new habit, just as the automobile stuff that has been printed in the past years has sold, not cars, but the motoring habit. Just as this habit includes everything from Ford to Pierce-Arrow, so the book habit would embrace all from Ethel Dell to Floyd Dell. There are books for every mind, every taste, every mental status. There are books that require no more mental effort than to chew gum. But the unassisted tendency of such a campaign would ever be toward making more people read better books.

There are thousands of men who would enjoy Tinker's Boswell who will never hear of it. They are out of reach of that small furore of excitement that surrounds such a book. But what a market there would be if Boswell's own book had ever been properly exploited. But why aren't people as much excited by new light on James Boswell as they are by new light on Babe Ruth? Why isn't a man who can make 140,000 people sit up to three A. M. to finish a book inherently as interesting to human beings as a man who can hit a ball for a home run and hold the intense interest of 40,000 people for two hours? He is. It's all a matter of education, of habit. Baseball is education. If interest in baseball is a natural trait, why don't they have it in France or Cochinchina?

(Continued on page 134)



Where Dwells the Interest of Woman

SINCE time immemorial, the soul of Woman has responded to the appeal of dress. The longing to possess beautiful raiment is her heritage. Compelled by instinct, her attention focuses upon the medium which presents the greatest possibilities for the fulfillment of her desire; and, the paper that women insist upon reading, men naturally buy.

THE ST. LOUIS STAR

Daily and Sunday, in May, carried more Women's Apparel advertising than any other St. Louis newspaper.

National Advertising Representatives

STORY, BROOKS & FINLEY

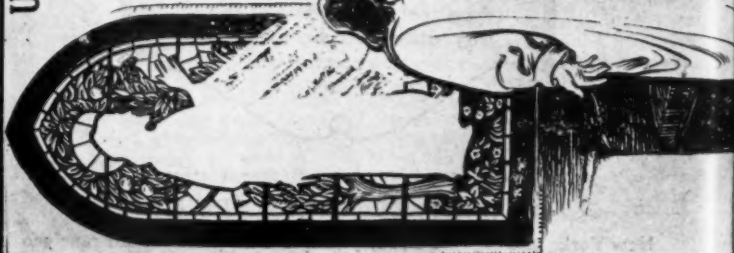
New York Chicago Philadelphia Los Angeles San Francisco

UPTON SINCLAIR'S

They Call

WHAT women -
to earth -
and women -
asking each
Reverently, y
to answer tha
has caused a
Sinclair's "Th
stockyard. E
compared wit
His adventure
French Fashion
that stained g

The S



PROHIBITION

has made Good-

by Woods Hutchinson M.D.

For this
remarkable article
and
24 OTHER
GREAT FEATURES

Get

Hearst's
International
for JULY

NOW ON SALE AT
ALL NEWSSTANDS



Do your friends still argue about
Prohibition?

WHAT change in the Death Rate?
What effect on children in Pub.

On the Trail

Second
Article on

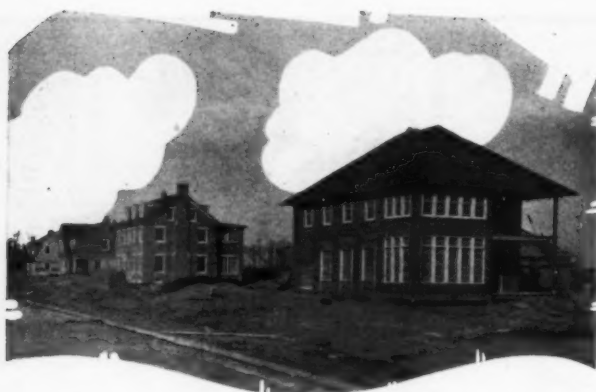
of
the Sleuths



"Have FUN while you read; but
KNOW something when you read."

Why do they LIE
about me

Listen in with



New Homes— Hundreds of them

Everywhere in America's Fourth City, new homes—good homes, are going up every day. Detroit is stalking ahead with a "Seven League Boots" speed.

Into these new homes, and thousands of the older ones—the very homes that you, as a seller of merchandise or a service, would be glad to reach with your message, the Free Press has entree each morning. Free Press circulation to *homes* is a definite proven fact.

149,000 Homes Daily
193,000 Homes Sunday

The Detroit Free Press

"Advertised By Its Achievements"

VERREE & CONKLIN, Inc.
Foreign Representatives

New York Chicago Detroit San Francisco

More Power to the P. S.

In Letters of Many Kinds the Postscript Can Be Used Advantageously

By James True

COMPARATIVELY few writers of circular letters utilize the postscript, although the last paragraph, supposed to be the strongest part of most letters without postscripts, has the attention immediately attracted from it by the complimentary close and the signature.

But the value of the postscript does not rely entirely on the fact that it gives the very last impression. In its form it is attractive. Many men, and most women will read the postscript of a letter first; or they will read the first paragraph or a few lines of it, then the postscript, and then read the entire letter if they are interested.

Hence the postscript of a circular letter, to be most effective, should contain the most interesting statement of the letter, or elaborate the main idea with facts that are attractive.

This principle was splendidly demonstrated by a letter recently circulated by Marks Arnheim, Inc., New York custom tailor. This letter, mailed exclusively to customers, announced for their benefit an advance showing of the materials to be comprised in the concern's "95th Semi-Annual Remnant Disposal." A proof of a newspaper advertisement, to announce the sale to the public ten days after, and a card of admission were enclosed. The letter was attractive, having a strong personal appeal; but its most interesting facts—prices—were reserved to follow the signature in this paragraph:

P. S.—We would particularly like to see you get some of the imported herringbones and tweeds in this sale. They're remnants of the best \$60 and \$70 sellers we've had this season. Just a few pieces. At \$30 they will be snapped up eagerly, avidly, promptly.

The Arnheim company has sent out many announcements of this kind. For about thirty years it

has featured semi-annual remnant sales. During recent years letters have been used almost exclusively to advise customers of these events. But while the letters have had features in common, they have never been constructed on any specific form. The attempt always has been simply to create a good letter, and the one mentioned was given its form because the man who wrote it wisely considered a postscript the proper means of delivering the most interesting and convincing message of the letter.

"It was the biggest direct-mail producer we ever used," reported the head of Arnheim's advertising department. "It is impossible for us to determine returns accurately; but we are sure that the letter pulled much better than 10 per cent. And, although the time reservation for customers was up many days ago, they are still coming in."

POSTSCRIPT DEMANDED ATTENTION

For the last fifteen years, a manufacturer of automobile accessories in the Middle West has been trying to gain a wide circulation for his catalogue among the salesmen of his jobbers. Every season a circular letter to all customers announced the books, beautifully bound in leather for the special use of salesmen, and offered to stamp the salesmen's names in gold on the covers, on request of recipients.

But the returns were always meagre until the form of the letter was changed and given a final appeal that quadrupled the usual number of replies. In the body of this letter, only "catalogues" were mentioned—nothing was said there about leather bindings or stamping. Otherwise the book was fully described. The letter also mentioned the value of the information the book contained, and cordially offered the recipient

as many as his concern could use in the hands of its salesmen and others.

So far, the letter was only slightly more appealing than the ones used for the same purpose in former seasons. Undoubtedly, the main reason for its success was tucked away in these last few lines on the page:

P. S.—For your personal use, we want to make a Worth Catalogue "Swipe-Proof." We're binding a few in full leather, and would like to stamp your name in gold on the cover. Please mention this in your reply.

Practically without exception the replies requested the leather bound books for the salesmen. This, of course, was anticipated; and the jobbers, because they had to request the books especially, undoubtedly placed a higher value on them. That they met with the approval of the salesmen was evidenced by a prompt increase in the volume of business.

An interesting feature of the results produced by this letter was that more than 80 per cent of the replies re-quoted "Swipe-Proof." So, from this and a number of similar examples, it seems safe to conclude that an unusual or coined word, or a striking phrase, if its meaning is unmistakable and pertinently applicable, may be the means, when used in a postscript, of clinching conviction and furnishing the impulse that attains the desired result.

A truck attachment manufacturer used a simple but very effective postscript as the climax of a campaign which utilized six pieces of direct material, followed by three letters.

The product was moderate in price and popular, and was being advertised by a rather extensive national campaign. The business was developing rapidly, and the selection of agents and distributors was left largely to the discretion of salesmen. As a result, many orders were turned down by the credit department, and it required repeated trips to secure satisfactory accounts.

The best of the dealer helps were used for the direct material. They were mailed about three

days apart, and with each piece was enclosed a letter explaining its use and quoting established agents as to its effectiveness. The list was made up of the names of well-rated dealers and distributors in all of the unsold towns and cities of the country.

Nothing was enclosed with the last three letters. They elaborated on the large profits to be made on the product, stressed the value of the agency, and explained the national advertising and other selling aids. The last letter announced the approaching call of a salesman and stated that a number of inquiries had been received from prospective users in the recipient's territory. It further stated that an agent for the territory would be appointed within a few days, and closed with the intimation that the company would be glad to consider the appointment of the recipient. But the appeal that brought an unusually profitable number of replies was evidently contained in these last few lines at the bottom of the page:

P. S.—Pending negotiations, we suggest that you telegraph us, with no obligation to yourself, to hold your territory open until our representative can call on you.

Replies from the entire campaign totaled more than 20 per cent. Each salesman, thereafter, when he made a town, found in his mail from the office from two to a dozen excellent leads. Results made the salesmen welcome, materially lowered the cost of establishing agencies, secured a better class of agents, and increased the growth of business. And proof of the influence of this simple postscript is the fact that more than two-thirds of the replies were telegrams which followed the mailing of the last letter.

But the power of the postscript is not confined by any means to circular letters; it can be used in general correspondence for many purposes and with excellent results.

About the first of September, last year, the sales manager of a large New York candy manufacturer complained that the house-

The men who buy, read

Electrical Merchandising

A McGraw-Hill Publication

McGraw-Hill Company Inc. Tenth Ave. at 36th St. New York.

organ did not seem to be getting the attention from the trade that he thought it deserved. His concern, because of the nature of the business, found it necessary to write to each of its customers at least once every two or three weeks. So it was suggested to the sales manager that he have an article prepared on how to collect old and bad accounts, that it contain several excellent collection letters, and that it be published in the October number of his little magazine, which would go into the mail about the fifth of the month.

It was further suggested that he give instructions that every letter to a customer that left the office until October fifth, no matter its subject nor by whom it was dictated, must carry this simple addition:

P. S.—If you've got any slow accounts on your books, by all means read "How to Make Them Pay Up" in the October number of our magazine, "The Candy Bulletin." Use the collection letters suggested; if anything on earth will get the money for you, we believe they will.

Hundreds of requests for extra copies indicated that a generous amount of attention had been attracted to the article. Furthermore, many letters of comment, appreciation and criticism, convinced the sales manager that the interest of the trade had been so aroused, generally, that it would be sustained for a long time.

The idea of using a stock postscript with the day's mail can be used effectively in closing out small lots of reduced merchandise, in reminding dealers to use helps, in circulating catalogues, in giving market advice, and for innumerable other purposes. And whether it is used in this manner or as an addition to a circular letter, the postscript, when it is properly constructed, is so profitably resultful that it undoubtedly deserves more thoughtful consideration and study, and a more extended application.

Eva Mayer, formerly with the *New York Tribune*, is now with *The Woman Citizen* as advertising representative.

Utilities Company Campaigns for Household Thrift

"THRIFT means a higher standard of living without added expense, the dignity of serving oneself, and domestic independence." This is the underlying message which the Commonwealth Edison Co., Chicago, is giving to the people of that city in a series of articles contributed by editorial writers of Chicago's newspapers in the interest of domestic thrift and independence which the company is publishing in its newspaper advertising.

A COMPARISON IS MADE

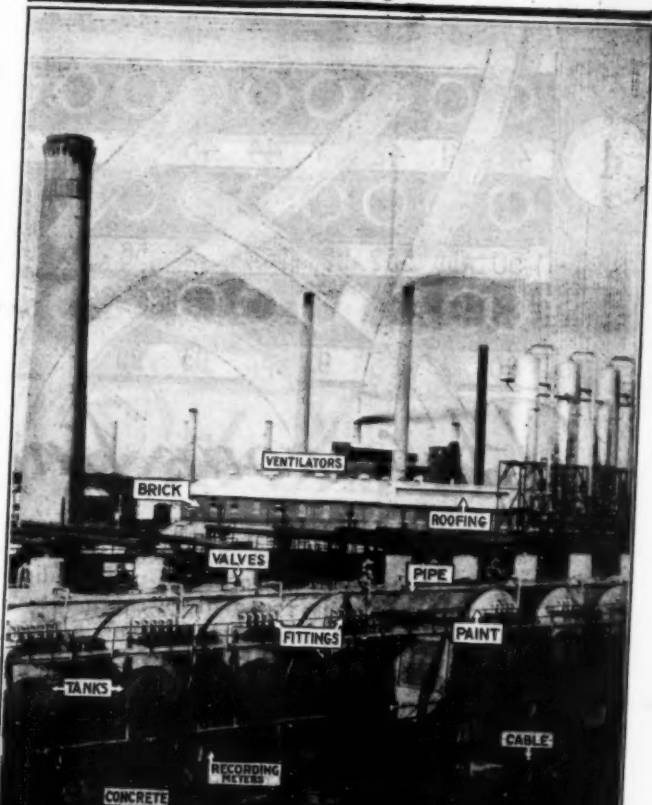
The company says the American home is far behind the office and the shop in modern labor-saving equipment. One of the series has for its theme "Man Is a Selfish Animal" and carries an illustration which pictures a man jealously guarding his adding machines, calculating machines and other office devices, while the woman standing alongside of him is laden down with a washing board, a broom, an iron and a dust pan. The copy says:

"There is no thrift in an economy that shortens lives and lengthens doctor's bills. There should be no sentimental attachment between a housewife and a wash-board merely because her grandmother wore out her knuckles and her youth bending over one.

"One may read an augury of hope for this generation in the growing tendency of the modern woman, who has lost none of her comeliness, her sprightly carriage or her neatness of appearance, to boast that she does her own housework—by machine, to be sure, but still with her own hands. The servant problem is going and with it all the petty vexations that were born of the thriftless, inefficient kitchen. It would seem that the dear old doddering human race is at last getting around to first principles."

Halftones of the Oil Market

NUMBER 3



Even this small corner of one of the 479 refineries of the U. S. suggests the volume purchases in many lines demanded of the refiner each year.

Specific information on any commodity on request

TULSA
CHICAGO

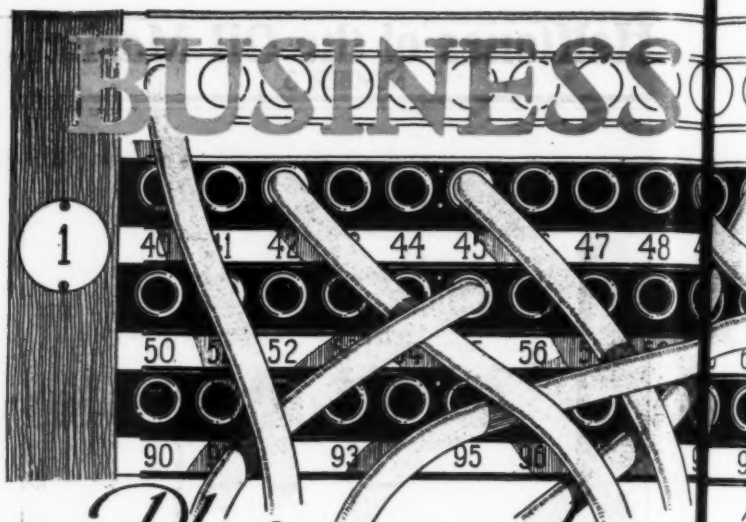
**NATIONAL
PETROLEUM**

NEW YORK
HOUSTON,
TEX.

812 HURON ROAD

NEWS

CLEVELAND, OHIO



Plug your line

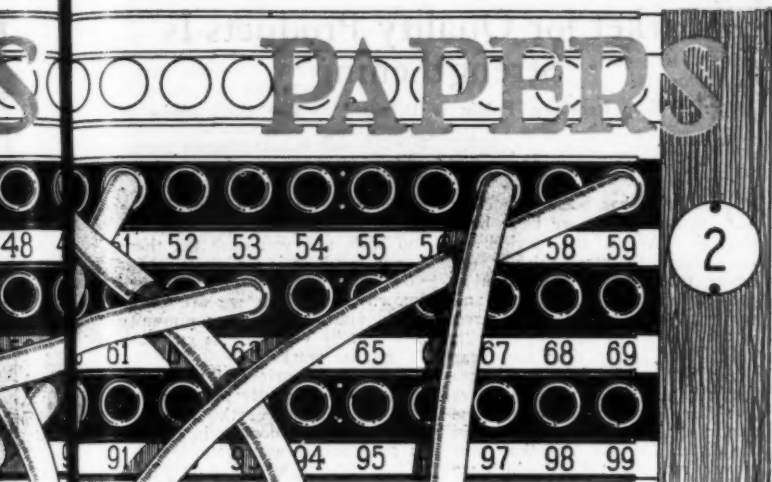
BUSINESS Papers are the Central Exchanges of Industry. Through their advertising pages, direct connections are made with the executives and buyers of 54 distinct and segregated fields of business activity.

Your line run through this board puts you in instant contact with special groups that have a need for your products—real buyers to whom you can talk pointedly and without interruption.

The sole function of Business Paper advertising is to sell goods—they are not for space-consuming and expensive “chats” with the mass who have no buying interest.

The subscribers to this “Buyers Board”

THE ASSOCIATED BUSINESS PAPERS, INC.
With 125 member papers reaching



through this board

are confined to business organizations and individuals. Among them, Business Papers create more than general reader interest—they are consulted voluntarily, even eagerly; the advertising is read consciously, not incidentally or accidentally, because *all* of it concerns the business of the reader.

Your line can be plugged into this board through any one of a group of 125 member papers. Your message will not be relayed—it will go direct to those for whom it is intended.

Let us give you full information concerning the various fields "at your call" and advise you as to methods of reaching them and results obtainable.

A. B. P.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.

Headquarters 220 West 42d Street • NEW YORK
54 different fields of industry

Market for Quality Products Is Strengthening

As Prices Stop Receding, Public Is Disposed to Buy Commodities It Has Postponed Purchasing

By C. C. Parlin

ONE thing has been very clear in this period we have been through. When the period of stress came, the strong dealer, the dealer that was in a position to get volume, got his volume and got by. The fellows who appeared in the number of failures in 1921, which was larger than any year since 1915 and in liabilities larger than any year in our history, were to a very considerable extent the minor dealers. For example, in the little city of Sabetha, previously referred to*, of which we made the careful study, we found that the leader in practically every one of the industries had stood pretty strong with his volume maintained pretty well, but we found the fellow that had lost out was the third dealer of the town. You can see what that meant to the manufacturer that had his representation in the strong store. He was well entrenched. But the manufacturer who had his distribution in the small store not only lost proportionately but he perhaps lost his representation altogether, because some of those third stores had passed out of existence altogether, leaving the manufacturer without any sales representation or any possibility for the time being of making his sale.

The opportunity for the manufacturer today who has a product that is well known, to get the right sort of a dealer, is better than ever before. For the manufacturer who has a product that is well known to get the hearty co-operation of the dealers he has already got, the opportunity is better than ever before. You can

go in and look any man in the eye and say, "John, your costs are too high, and you can't get them down, but here is a suggestion for you: Here is our product—well known—for which we are creating a market in your community and you by your efforts can cash in on that market."

One of the principal things we have to do in pretty nearly all of our lines is to get the thorough co-operation of dealers in cashing in on markets we create.

THE DEALER'S UNSEEN MARKET POSSIBILITIES

I went through the South a while ago. There was some cotton that hadn't been picked. Somebody went to the trouble of raising it, and then they didn't pick it. I sometimes have thought that a manufacturer in his advertising does something of the same thing: He goes out and prepares a market and then fails to pick the market that he has prepared. Today one of our problems and one of our most serious ones is getting the dealer to see the market opportunity we create in his community and to see how he can cash in on that opportunity; and to show the manufacturer who is creating a market opportunity that he can visualize in concrete terms to that dealer, and can get that dealer in a constructive way to go out and cash in on it, not by price-cutting but only by constructive selling that is on the right basis.

This new market that has come, as we see it, is a quality market. To us it is much more significant than simply that one market has come in and another gone out. The market that has come in is the market that would appreciate your product. A merchant today says his market is critical. What he means is that the war-time

*"Changes in Market Conditions That Affect All Industries"; PRINTERS' INK, June 13, 1922, pp. 57-64.

Portion of an address before the National Piano Manufacturers Association.

market that never was critical, that never had any judgment, is gone; and the market is back that was always critical, always did want quality. Some people have thought that this was a price market and they have tried to compete on price. Dealers have sometimes thought that it was a market that wanted the lowest price, but we believe that this is a market that above everything else has wanted a satisfying quality. It has wanted price, yes, wanted its ideas of price readjusted back to pre-war level; but above everything else has wanted a satisfying quality. That manufacturer or that dealer who has taken quality out in order to meet a demand for price, we believe is bringing about a situation that is bound to react adversely on the business. That manufacturer and that dealer who are putting out a satisfying quality are building the foundations for a sound business.

QUALITY INTERPRETATION MAY DIFFER

Just what do we mean by quality? From an advertising standpoint we don't necessarily mean a Rolls-Royce, when we speak of quality. A Ford car may have quality from an advertising standpoint. But what we mean by quality is that quality that will give satisfaction to the person who buys it, so that an intelligent person, knowing all about it, knowing what he would get for his money, what it would do for him, would buy it, would be satisfied with it when he got it and would recommend it to his neighbor. This would mean that to one man nothing might be satisfactory short of a Rolls-Royce. It might be that to another man a Ford would be very satisfactory in its performance. Ford is not turning out 144,000 cars in a month simply because they are cheap. No man can ever build such a market on the basis of simply selling things cheap. They were turned out because the Ford car furnished the masses at a low price a thing which they wanted—individual transportation; got them there; got them back again; did it over and over again over a

sufficient period of performance to make the price look reasonable for the amount of transportation that they furnished.

I think the answer to the problem would be to ask yourself this question: If you were in any particular class that you may put yourself in, in imagination, be it in the Rolls-Royce or the Ford class, would you, with the knowledge you have of your own product, buy it? Or would you buy somebody else's? Now if you can answer the question squarely, visualizing yourself as the type of man whom you hope might buy your product, if you can put yourself in his shoes and say, "If I were that man this is the piano I would buy," then you are operating on a basis that from our standpoint is a quality basis.

And we think frankly that only upon that basis of manufacture, of giving a satisfying instrument that is going to be pleasing to the man after he has got it, so that he would be willing to buy another one, so that he would be willing to say a good word for it, can a business be built.

The automobile industry has been through a period in which cars haven't sold very well and now we have suddenly emerged into one in which they are selling very rapidly. Price-cutting has stopped in the automobile business and nobody believes that automobiles are going to be any cheaper next month than they are this month. So long as prices are declining, you cannot make sales. People are bound to hold back to see what the bottom is going to be. They are bound to shop around and listen to one man's offer and another man's offer, as long as it is on a price basis. When the price-cutting started in the automobile industry, in the fall of 1920, it was a perfectly certain thing that they were going to go into a retarded market and not have normal volume of sales that the amount of money and interest in the automobile would warrant them to expect until they could get through that period and get to a point where people had confidence that automobile prices had reached about their bottom.

THE AUTOMOTIVE MARKET

THE AUTOMOTIVE MARKET

the accompanying sworn statement of C. O. Ferguson, is only 4.21%. That is to say, out of every one thousand subscribers to MOTOR WORLD, less than forty-three read MOTOR AGE; or out of every one thousand subscribers to MOTOR AGE, less than forty-three read MOTOR WORLD.

AN ANALYSIS OF THE CIRCULATION OF MOTOR WORLD AND MOTOR AGE SHOWING DUPLICATION OF SUBSCRIBERS

State	Dup.	Per Cent of Dup.	State	Dup.	Per Cent of Dup.
Alabama	10	0.1	New Hampshire	1	0.0
Arizona	0	0.0	New Jersey	14	0.0
Arkansas	0	0.0	New Mexico	0	0.0
California	100	4.0	New York	304	4.0
Colorado	77	4.0	North Carolina	15	0.4
Connecticut	10	0.1	North Dakota	13	0.2
Delaware	1	0.0	Ohio	113	0.2
Florida	1	0.0	Oklahoma	34	0.2
Georgia	10	0.0	Oregon	10	0.0
Idaho	0	0.0	Pennsylvania	44	0.2
Illinois	217	0.1	Rhode Island	0	0.0
Indiana	10	0.0	South Carolina	10	0.0
Iowa	100	4.0	South Dakota	10	0.0
Kansas	10	0.0	Tennessee	10	0.0
Kentucky	10	0.0	Texas	64	0.2
Louisiana	10	0.0	Utah	0	0.0
Maine	0	0.0	Vermont	12	0.0
Maryland	10	0.0	Virginia	10	0.0
Massachusetts	10	0.0	Washington	10	0.0
Michigan	10	0.0	West Virginia	10	0.0
Minnesota	10	0.0	Wisconsin	10	0.0
Mississippi	10	0.0	Wyoming	10	0.0
Missouri	10	0.0	Canada	0	0.0
Montana	10	0.0	U. S. Possessions	0	0.0
Nebraska	10	0.0	Marine and Foreign	10	0.0
Nevada	10	0.0			
			TOTAL SUMMARY	1,210	4.21

That the analysis of the two lists for duplication of circulation was carried out under his personal supervision, and whenever there was any doubt as to whether a subscriber to one paper was duplicated as a subscriber to the other paper, the benefit of the doubt was given to duplication, and it was called a duplicate subscription.

"That for means of comparison, cards of all paid subscribers to both papers were printed, or run off from the stereos used for addressing wrappers to subscribers, and each card of subscribers to MOTOR WORLD was checked individually against the cards of the MOTOR AGE subscribers."

(Signed)
C. O. FERGUSON,
Circulation Manager

As the automotive trade divides itself into two major groups, one of merchandising and the other of service, so it naturally separates into two reading factions, each seeking the guidance of the publication devoted to its own special field.

Those interested primarily in merchandising read MOTOR WORLD. Those interested primarily in maintenance read MOTOR AGE.

The relatively few who are interested equally in the two functions read both. These are the 4.21%.

The following extract is from Chapter 4 ("An Analysis of Circulation") from "THE AUTOMOTIVE MARKET," a survey of the automotive field and its merchandising problems. This book, 11 x 14, leather bound, is for the use of executives only. If interested, write our nearest office.

IN referring so frequently to Motor World and Motor Age in combination, the inference might be drawn that the individual dealer subscribes to both publications, with each paper thus duplicating the circulation of the other. But this is not the case. Together, Motor World and Motor Age practically blanket the entire field of selling and service. But each covers a separate and distinct unit of the trade.

The actual duplication between the two, as shown in the accompanying sworn statement of C. O. Ferguson, is only 4.21%. That is to say, out of every one thousand subscribers to Motor World, less than forty-three read Motor Age; or out of every one thousand subscribers to Motor Age, less than forty-three read Motor World.

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THE CLASS JOURNAL COMPANY

NEW YORK
U. P. C. Bldg.
PHILADELPHIA
Widener Bldg.

DETROIT
317 Fort St., West

CHICAGO
Mallers Bldg.
CLEVELAND
Guardian Bldg.

MILWAUKEE
516 Colby-Abbott Bldg.

BOSTON
185 Devonshire St.

BUFFALO
18 Woodward Ave.

INDIANAPOLIS
1212 Merchants' Bank Bldg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK

oil stoves, 48 per cent bathtubs, 40 per cent furnished with hot water and steam heat, 48 per cent had vacuum cleaners, 77 per cent had telephones, 44 per cent had pianos, 42 per cent had automobiles, 32 per cent had talking machines. Since January 1, 1918, up to midsummer of 1920, or about one year and a half, of those farmers, 24 per cent had bought an automobile, practically a quarter of them; 22 per cent of them had bought a washing machine; 22 per cent had bought a talking machine and only 4 per cent had bought a piano.

Chart No. 2 shows the situation of the equipment on the actual farms in the area. There were 553 farm homes. Electric service was not available there, but of the actual farmers, 84 per cent had washing machines, 94 per cent of these farmers had telephones. More farmers had telephones than did residents of the little village and 83 per cent of these farmers had automobiles, while only 4 per cent of them had pianos. Forty-nine per cent, or approximately one-half, of these farmers had bought an automobile since January 1, 1918,—approximately two-thirds had bought washing machines, one-quarter had bought a talking machine and only 9 per cent of them had bought a piano.

Obviously, the problem in your industry is the sales problem. It is the problem of creating in the minds of the American public in the first place the desire to buy. In the second place, from your individual standpoints, the desire to buy the particular brand which you may be interested in promoting. There are several factors that are operating fundamentally very much in your favor if you can cash in on them.

(To be continued.)

Joins Staff of Chicago Typographer

H. E. Hammer, recently with the W. D. Boyce Company, Chicago publisher, has joined the sales staff of Ben C. Pittsford Company, advertising typographer, Chicago. Mr. Hammer was formerly with the House of Kuppenheimer, clothing manufacturers.

The Benefits Resulting from a Business Depression

"Apart from the innumerable individual lessons and the great social gains resulting from individual economies, there are several movements already under way which indicate substantial benefits resulting from the recent depression," Edwin F. Gay, president of the New York *Evening Post*, said in an address before the National Credit Men's Association on June 8 at Indianapolis. He explained this statement in the following:

"First, it is to be hoped that the Federal Reserve System, having had an exceptional testing out both under the strain of war finance and the subsequent depression, will have gained not only the praise it merits but the stability and freedom from political influence which is essential if it is to safeguard our economic structure.

"Second, it is becoming apparent that definite gains in social co-operation are already coming. There is a slight revival of the old practice of mergers of great corporations. More important than this is the great impetus given to trade associations and their healthy activities. The work of the War Finance Corporation in developing agricultural co-operation on a large scale is another indication of the same general type.

"Third, it is likely that one of the most important results of the present period will be the steadily developing use and reliance of business men upon statistics and statistical forecasts. There will be an important increase in the quantity and quality of business statistics collected, and an even more notable increase in the use of these materials by business men.

"Finally, the crisis of 1920 has stimulated to an unprecedented degree constructive interest in the problem of controlling business cycles. Some legislation in regard to the timing and co-ordination of public works, and possibly also some extension of social insurance may result from this recent experience. But the most significant and effective work will be done by individual business men in the better calculated management of their own enterprises. The time to check the next great inflation is from now on to the peak of prosperity. Less headlong precipitation when prosperity comes, more conservative judgment in buying, in credit extensions, and in adding new equipment will result in less disaster when the inevitable depression follows."

Enters General Agency Field in Chicago

R. E. Sandmeyer & Company, Chicago, who have specialized in furniture advertising for several years, have entered the general agency field. W. F. Cook, formerly advertising manager of the Torchwelt Equipment Company, Chicago, has joined the Sandmeyer staff.

Home Circulation Brings Your Goods Home

*In Detroit The News Goes
Into 90% of The Homes*

BECAUSE of its excellence as a newspaper The Detroit News has for years been the leader in circulation week day and Sunday in Michigan. As the population of Detroit grew the circulation of The Detroit News kept equal pace. The growth of The News has not been sporadic, not the growth due to premiums and catch penny schemes, but circulation increases which are the result of progressive newspaper enterprise.

Such a newspaper does not serve the purpose of a street car bulletin; it goes into the homes where the whole family reads it. In Detroit and vicinity actual survey proved that The News reaches 90% of the homes.

And home circulation is the kind that you need to sell your goods. Home circulation insures your advertisement being read by the whole family under the most favorable conditions when people have the leisure to read and think about your advertising.

The Detroit News with 225,279 week day circulation has 95,000 more than the next competitor in total circulation, and double the nearest competitor in local trading territory circulation.

Sundays, The News has 243,232 circulation—70,000 more than other Sunday paper in total, and 87,000 more in local trading territory.

The Detroit News

Member National Newspapers Inc.

"Always In The Lead"

Relayed by Radio

EVERY week The Iron Age Market Reports are broadcasted by radio over the country—just another indication of the pre-eminence of The Iron Age in the industries which either produce or use iron and steel and metals.

If you wish to increase sales in this great market, you can broadcast your sales message direct to big buyers through the advertising pages of The Iron Age.

Send for market information.

THE IRON AGE

Established 1855

239 WEST 39th STREET, NEW YORK CITY



Dear Reader

the reason you so often say
to yourself "By George,
I must try the Charles
Francis Press" is because
our advertisements keep
everlastingly after you.
Someday you will come.

Someday your prospects
will come to you—if
only you keep plugging.



Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York

Making the Most of the "Hot Weather" Appeal

A. C. Gilbert Company Avoids Running Electric Fan Copy in the Middle of a Cool Spell

By Roy W. Johnson

CHRISTOPHER MORLEY, the column conductor of the *New York Evening Post*, commented recently upon the good sportsmanship displayed by the American Radiator Corporation in announcing, right in the midst of the hottest June week New York has experienced in years, that the Pennsylvania Station was "heated" by its system. The columnist was cutting his jokes, to be sure, but the incident illustrates rather pointedly just what the New York climate (and most any other climate, for the matter of that) can do to one's advertising appeals when it really tries. And when the force of the appeal largely depends upon the state of the weather—well, everybody knows the effect of a piece of copy beginning "These hot days you need a *real* cooling drink," appearing at the moment when a northeast drizzle is sending the cold shivers down the back of your neck. It happens sometimes—even in the best press-agented climates.

Under such conditions, it would perhaps be hard to imagine a more mournful object than an electric fan flanked by the sententious advice to "keep cool." On the other hand, that same object may exert a most potent strain upon one's pocketbook the day after tomorrow, when the temperature on Main Street rivals that of the Valley of the Amazon or the middle of the Sahara Desert. As Mark Twain once said, everybody seems to be talking about the weather, but nobody ever seems to do anything about it. And in view of the inability to control the weather, one electric fan manufacturer at least is taking steps to control the advertising so that it will appear at a time when its appearance will do the most good.

Several seasons' experience in

advertising Polar Cub Electric Fans led the A. C. Gilbert Company, of New Haven, to certain definite conclusions. In the first place it became apparent that the five-dollar fan was usually bought upon impulse, and comparatively few customers regarded it as an investment as is often the case with the larger and more expensive fans. A hot spell in Chicago would bring a bushel or two of orders for rush shipments, while not a peep would be heard from sections of the country where the weather was moderate. If it happened to be hot on the day an advertisement appeared, the retailers might be yelling for help before night, but if the insertion date happened to fall in a less seasonable period, its pulling power might be practically nil. The most appealing pictures of icebergs and Eskimos fell flatter than a pancake unless the weather happened to make such things attractive at the moment. A man might buy a big fan for his office in the expectation that it would be hot next week, but it didn't seem to work that way with the little fans. The impulse of the moment was the big thing to catch.

CHANCE OF LOSING A BIGGER SALE

Secondly, there was a certain resistance on the part of the trade, because in many cases the customer merely bought a \$5 fan in place of buying one at \$20 or \$30. These cases were doubtless comparatively few, and the great majority of sales were made to customers who otherwise would not have bought a fan at all. But there were enough of these instances to make some retailers hesitate to push the Polar Cub fan because the unit of sale was so much smaller. It looked to the

dealer as though there was little in it for him if he made a \$5 sale in place of a \$20 one.

Both of these difficulties have been met in the company's campaign for the present season. So far as possible, the unit of sale is to be made \$15 instead of \$5, by packing Polar Cubs three in a box and advertising "a fan in three different rooms for the price of one large fan." Single units will still be sold at the five-dollar price, of course, but the emphasis is placed upon the three-unit idea.

Furthermore, the company's advertising plans have been changed, so that all copy is to be released by its local distributors who are on the spot and have first-hand knowledge of weather conditions. New York, Chicago and San Francisco are covered by the company's own offices, but for the rest of the country the fan distributor determines when the copy is to be run. They have instructions to release copy directly following a hot day, when it seems probable that the next day will be hot, too. The advertisements are scheduled for four successive days, then an interval until conditions are right again.

Two pieces of copy are used, alternately: one on the three-unit idea, and the other featuring "500 Miles of Breezes for \$5." The idea throughout is to take the fullest possible advantage of the weather conditions, and to make it as simple as possible for the distributor to follow instructions. At the same time the company is conducting an extensive direct-mail campaign to the dealer, emphasizing the rapid turnover idea and urging him to talk "a fan for every room in the house." One dealer has hung up the record of selling more than 6,000 Polar Cub fans in two weeks, and this is urged as an offset to the idea that a customer merely buys a little fan instead of a big one.

Los Angeles Manufacturer Appoints G. F. Rogers

George F. Rogers has been appointed manager of sales and advertising of the General Heating & Ventilating Co., Los Angeles, Cal.

Advertising Helps to Dig Chicago's Subway

Selling a subway to the second city in America is one of the odd jobs which advertising has undertaken in Chicago. Full-page copy has been appearing in newspapers presenting a modern subway system as Chicago's only solution of her transportation problems and as the one means to rapid metropolitan growth. The advertising is unsigned, but "is published and paid for through the courtesy of public-spirited citizens."

In one of the recent advertisements of this subway campaign the copy is directed at the local pride of Chicagoans. "London, New York and Paris have underground rapid transit subways. Chicago has none—as yet," the copy runs. "When Chicago becomes one of the three leaders in urban population, it will be in spite of the lack of modern transportation facilities."

"But there is one compensation for the delays that have kept Chicago without modern transportation facilities. This city is in a position to profit by the experience of all other cities that now have rapid transit lines. It can not only avoid mistakes, but can improve on the best that other cities have."

Chicago has been planning to build a subway system for the last two or three decades. Commissions have studied and visited the subways of other cities without much apparent progress. Evidently the present advertising campaign has as its object the educating of the great mass of Chicago's population, most of which has never used a modern subway, to insist that something be done. To this mass the advertising presents the subway system as the end of Chicago's loop congestion. At the same time it insists that only the best rapid transit subways in the world will do.

Farmers Co-operative Association Advertises

The Tri-County Farmers Co-operative Association, Inc., of New York State, which includes the counties of Wayne and Ontario, is using newspaper advertising that urges farmers to buy co-operatively everything for the farm through the association.

Under the classifications fertilizer, feed, seed and spray are listed a number of various materials which the association has for sale.

In addition there is available for purchase wire fence, steel posts, nails, staples, roofing paper, cement, paint, oil and coal.

James P. Duffy Leaves Positype Corporation

James P. Duffy, who has been in charge of the advertising department of the Positype Corporation, New York, has resigned.

Subject: Back to "Old Stuff."

Gentlemen:

Thank goodness we don't hear so much about "general publicity" or "dominating the medium" or "knocking their eye out," and all such bluster which we have been fed up on in the last three or four years. The advertiser is now telling his advertising agency just what he is telling his salesmen.

To his sales force he says, "Throw away those old flaring advertising layouts. Go out and stand on your own feet and sell the goods. Don't waste your time telling the retailer the enormous advertising campaign that we are going to run. That is such an old story with him that it makes him sick. It turns him against you and against what you have to sell. Be a salesman—not a bill-poster."

To the advertising agency he says: "I want you to pick advertising mediums that will sell goods—not merely advertise our products. I want you to write copy that will sell goods—not merely make everybody in America know about our product."

We—speaking of M. P. Gould Company as an advertising agency—are mighty glad that merchandising is getting back to earth. The advertising agency that is experienced and sound in principle likes nothing better than a "show me" proposition.

This is the time when experience counts. It is a time when the manufacturer needs an advertising agency and a sales manager working in close harmony and both knowing what real selling is, and what real advertising is.

This is the time when the advertiser needs an agency which is broad-minded and well enough established and far-sighted enough to tell him that he isn't ready yet for advertising when he isn't and that he shouldn't do the kind of advertising he is planning to do—providing he shouldn't—and that he ought to learn to advertise successfully under present conditions before he spends all of his advertising appropriation.

One of the most useful organizations in business today is an advertising agency which has confidence in its own opinions—confidence born of experience and success; an agency which has courage enough to tell its customers exactly what the agency believes and why it believes it, and that also has guts enough to sit tight and smile and not be peevish and sulky when the decision goes against it.

If that is the kind of an agency you would like to become acquainted with then we will be glad to get better acquainted with you.

Yours very truly,

M. P. Gould Company
Advertising Agency.

60 W. 35, N. Y.

The next letter in this series will appear in PRINTERS' INK, issue of July 6th.

19½ Million Horsepower

That is the estimated amount of waterpower in Canada available for development. In *developed* horsepower, per capita Canada leads the world (with the possible exception of Norway).

This power lights not only city streets, but barns and cow sheds.

It not only runs City trams, but milking machines in the country.

It is "broadcasted."

"Cheap power" is making Canada one of the world's important manufacturing

countries. The general use of electricity in commerce and in the homes makes this country one of the most prolific fields for the sale of "things electrical."

Private capital and Government initiative are developing electricity, and the distribution of it, to every class of the Canadian people.

The largest electrical development project in the world is a Canadian Government undertaking.

The cheapest power on the American Continent is furnished to a Canadian City, and the environs thereof.

THE DAILY NEWSPAPERS

Certain authorities believe that the future of a country's development can be gauged by the amount of electrical power available—and its cheapness. If these authorities are right—you should lose no further time in establishing your goods and trade-marks in the minds of the Canadian people, for this fact alone is a constant influence for growth in population and buying power.

Write to any of the Newspapers for specific information—or ask your Advertising Agency.

Spend 10% of your United States appropriation in Canada in Daily Newspapers advertising.

Use These Newspapers to Sell in Canada

Place	Population	Paper	Place	Population	Paper
Charlottetown, P. E. I.	12,000	M. Guardian	St. Catharines, Ont.	19,800	E. Standard
St. John, N. B.	55,000	M. & E. Telegraph & Times	Winnipeg, Man.	280,000	M. & E. Free Press
Montreal, P. Q.	820,000	M. Gazette E. La Patrie (French) E. La Presse (French)	Regina, Sask.	35,000	E. Tribune
Quebec, P. Q.	111,500	E. La Sciell (French) E. Telegraph	Saskatoon, Sask.	31,304	M. Leader & E. Post
Kingston, Ont.	25,000	E. Whig	Calgary, Alta.	75,000	M. & E. Phoenix & Star
London, Ont.	70,000	M. & E. Advertiser M. & E. Free Press	Edmonton, Alta.	70,000	E. Herald
			Victoria, B. C.	80,000	E. Journal
					M. Colonist
					E. Times

OF CANADA



The Newspaper of this New Milling Center

Where grain news, market quotations and the flour trade information are dominating matters of interest.

The Wichita Beacon

Daily Sunday

It not only gives this vital matter on the day it's valuable, but carries to its readers the news of the world on the day it's news.

The Wichita Beacon

Wichita's Fastest Growing Newspaper

HENRY J. ALLEN, Editor

Represented by

E. Katz Special Advertising Agency
New York Chicago Atlanta Kansas City
San Francisco



The Copy of the Future

What It Will Be; Where It Will Come from and the Factors That Will Be Responsible for It

By Shirley Hunter

WE are all fellow travelers through different strata of reading public. More and more must we accept the democratic theory of criticism—a mutual respect for all of us—and a not too serious tolerance which scoffs at snobbery, rigid standards and those static tests by which the illiterate can pick up some such principle as "no negative appeal" and raise hob with a perfectly good piece of copy.

The public is interested in people, humanity, and reads the newspapers to learn news about people.

Pick up any popular newspaper or magazine and you will find that at least 80 per cent of the news is about people and 90 per cent of the illustrations are pictures of folks. On the other hand, we find that practically 90 per cent of the advertisements in these same publications are about things. There's the answer.

Advertising is the profession of introducing people to things which will make their lives happier and more convenient and more comfortable.

The future will see stores featuring the names of their sales people, their buyers in departments, their key customers, in the advertising.

How many nature films do the theatres show which do not have someone moving about in the scenery? And are not the captions of these pictures always written with the humanizing angle?

Are not all of the ballads and plays and entertainment of all kinds which are generally popular woven around a human appeal?

Advertisers are just awakening to this attitude.

Copy that talks with friends—that is human and free and infor-

mal and crispy and interesting and appreciative of the desires of the reader—that is the sort of thing we can expect in the future.

It is not as easy to do as to tell about.

You can't suddenly decide on taking the boy from the stockroom or your nephew just out of college and set either of them at a desk and expect them to write this sort of copy, with some slight editing by yourself, so that the copy will have *selling* or, let us say, *merchandising* value. Not in ten thousand years.

Only the man who practised his muscles of writing over and over and over, through tens of thousands of words, can do that sort of thing. Only the sort of a man who takes a keen interest in writing good copy—and who keenly feels what he is going to write about. And that sort of a man is delicate, sensitive about things—he can't go mentally skulking about, fearful that every piece of copy will get the chop-up of the boss's cleaver. Only a man with full confidence and sympathy can do it.

And isn't it worthwhile having such a man if you intend to build up a self-respecting, a permanent, an individual business which can withstand the storms of skepticism and retain the consumer's faith?

LENNEN IS HUMAN

Phil Lennen, of The Royal Tailors, has written some of the best, if not the very best, men's wear copy during the past year. It is something which he comes pretty near doing every year. Probably there are some of you who scoff at this statement—measure it alongside of the fact that The Royal Tailors do not make the biggest volume of men's clothing in the field. That is another matter entirely.

From an address at the Milwaukee Convention of the Associated Advertising Clubs of the World.

Here is an example of some of his recent work:

"You may never read our advertising,
"But the world reads yours—every day.

"What sort of a story does your personal appearance tell?

"Every man is an advertising man,
And his clothes are his 'best medium.'

"The man who wears made-to-measure clothes advertises himself as a precise man, an exacting man, a devotee of the best. He displays the trade-mark of smart discernment.

"His personal appearance 'headlines' to the world that he wants what he wants, as he wants it—made to his measure and styled to his specific taste.

"You'll never find a man of strong individuality content with 'stock' style and fit.

"And why should he be—when, and so forth," etc.

How many advertising men can write this kind of copy? How many advertisers would let their advertising men do it? That copy has the so-called punch or selling wallop. You can't find it in the device or what he says, or how he says it—but it is there.

The copy writer of worth never lived who did not care about folks and have a love for them and a keen interest in their welfare and happiness and advance through life. That was the secret of the late George L. Dyer's copy-magic. He cared tremendously about folks.

F. B. Silverwood, the famous men's wear merchant of California, will probably stand, for many years, as the greatest copy writer in the men's wear field—and for two reasons:

His great kindliness toward mankind, as human beings.

His appreciation of the value of treating men fairly as a philosophy of successful mercantiling.

The time has passed when advertising was not believed. No longer can the advertiser, practising business scrupulously, or his advertising man, make the excuse that the public does not read advertisements. We no longer need excuse advertising. It will be seen and read and believed—if the consumer is given something to see, read and believe.

Advertising men are going to learn how to squeeze a ten-word thought into twelve letters—how

to write a steady stream of short, terse, vigorous and correct writing, without hackneyed, color-drab phrasings.

How many of us have stopped to realize the influence of the movies on dress. Appearance is the biggest thing the movies deal with. What is it that most women attend the movies for—not the story—don't let them fool you—but dress—what Gloria Swanson is wearing, Nazimova, Mae Murray.

And this is not true of the women alone—not by a long shot. You can walk down the Broadway of any city or town in the country and count several Wallace Reids, the Douglas Fairbanks, and Elliot Dexters, the Rodolph Valentinos.

Then there is the sports element influence. Not so very long ago a man would go out and play golf in a derby or anything he happened to grab off the hat rack. Today he does not think of appearing on a golf course unless he is in knickers.

How long ago was it that when a fellow donned full dress attire he would turn up the collar of his coat and slink down an alley to the event—in order to avoid ridicule. Today a man can wear a silk hat without fear of getting a laugh along the main street or in a street car.

The new fashion-centre of the middle-classes of the world is no longer in Paris or London, but in Hollywood, California.

"CLASSES" ARE IN FOR HARD SLEDDING

The trend toward decentralization of industry—a freedom from the factor of location—is to have no small part in its influence upon advertising. Decentralization will spread out population more evenly, including classes. Few of us, today, appreciate how rapidly that which we have enjoyed defining as "the sticks" is being erased. For instance, electrical power and light for country places have brought an evolution in country living—influencing many things.

The farm life of the future will come very close to the comforts

**1st in
CIRCULATION**

Cleveland Beckons

the advertiser seeking a responsive market — one where business is good, employment normal and wages high.

Cleveland's Three Million Market may be converted and sold through The Plain Dealer alone.

Make Cleveland a "must" in your advertising plans — it's one of the country's most responsive markets!

**1st in
ADVERTISING**

J. B. Woodward Woodward & Kelly
 810 Times Bldg. Security Bldg. Fine Arts Bldg.
 New York Chicago Detroit

The Plain Dealer
 First Newspaper of Cleveland, Fifth City

and conveniences of urban life. It is now, in many communities. Step into a theatre lobby—watch the crowd—see if you can pick out the folk from the country. The decentralization of industry will, more and more, sprinkle the town workers into the small villages and bring about better co-ordination of urban and rural labor so that the laborer will have more constant employment.

The automobile, the photoplay, the radio, rural delivery of the daily metropolitan newspapers, truck transportation—all of these things could be taken up individually and influences shown from their development which will bear importantly upon the advertising of the future. All of them tend toward uniformity of American living, greater standardization—more universal service of convenience, comfort, happiness and progress—a closer brotherhood between rural, urban and suburban residents.

The railway system of the country is facing a severe scrutiny and likely to receive many important changes to the betterment of distribution. Advertising of the retailers, by the way, has no small part to play in the corrections of distribution—that is, of course, when it mirrors corrective distribution in the merchandising of both retailer and manufacturer.

So far this country has advanced far more rapidly in its methods of production than in the ways of competent selling and distribution. We have little developed our science of selling and distribution, proportionate to production—most of our troubles in cancellation and poor co-ordination between supply and demand are due to this fact—and selling and distribution belong to merchandising—advertising is the reflection of the news of merchandising, and can, therefore, do much to correct public opinion in these matters.

The human side of business will come in for more consideration in the years ahead. We will think of folks less as markets. Merchants will try harder than in the recent past to make their per-

sonalities vibrate through the service of their businesses. During the past two generations and a half, the age of machinery, we have been overcome with the problem of standardization and rapid growth. Now we are about to make machinery and standardization our slaves, rather than our masters—a period of co-operation is just ahead of business, when human nature will be considered first.

We are in a renaissance of literature—and that literature, which will lead all other literature of the nation, will be our advertising literature—the journalism of practical service.

Newsstand Group Adds to Staff

Arthur A. Dole, formerly manager of the financial advertising department of *Hearst's International*, is now with E. R. Crowe & Company, Inc., New York, representatives of the Newsstand Group. Mr. Dole was at one time Pacific Coast representative of the M. P. Gould Co., New York advertising agency. He will, in conjunction with E. A. Tomsett, represent the Newsstand Group in Chicago.

R. W. Hawkesworth, who has been engaged in newspaper work in the South, and was at one time New England manager of *System*, has joined the New York office of the Crowe company.

Studebaker to Increase Newspaper Campaign

The Studebaker Corporation, South Bend, Ind., "Studebaker" automobiles, which has been advertising in a list of about 2,000 newspapers, plans to add from 500 to 700 newspapers to that list. The Grandin-Dorrance-Sullivan, Inc., advertising agency will make this new list.

New Jersey Laundry Machine Account with Hoyt's

The Asher Manufacturing Company, Irvington, N. J., manufacturer of laundry machinery, has placed its account with Hoyt's Service, Inc., New York.

"Metropolitan Magazine" Appointment

Blanchard, Nichols and Coleman, publishers' representatives, have been appointed Pacific Coast representatives of *Metropolitan Magazine*.

AutoStop Account for Lord & Thomas

The AutoStop Safety Razor Company, New York, has placed its account with Lord & Thomas.



ANNOUNCEMENT

Ralph F. Blanchard; Eastern Advertising Manager of The Nast Group, and George S. Nichols, Advertising Manager of Vanity Fair have formed a partnership with W. F. Coleman, Pacific Coast representative of the Nast Publications.

The new firm will be known as Blanchard, Nichols & Coleman, and will maintain offices in Los Angeles, San Francisco, and Seattle, to look after the advertising of a select group of magazines, including all the Nast Publications. Mr. Blanchard and Mr. Nichols will be succeeded in the Nast organization by:

WILLIAM T. HAMILTON, Jr.

Eastern Advertising Manager of the

NAST GROUP

W. CLARK CRISSEY

Eastern Advertising Manager of

VANITY FAIR



C. B. KIRKLAND

Advertising Director

THE NAST PUBLICATIONS





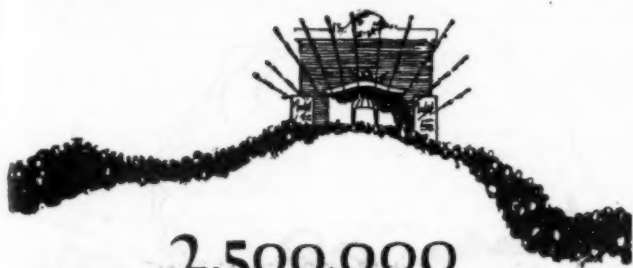
On their way to "hear" *Your* story

Part of the 2,500,000 audience who will "see" your story on a mammoth "page" 14 x 18 feet—if you use Exhibitor's Fund Films.

Just think what this means—7 to 8 minutes' *undivided attention* from two and one-half million prosperous buyers!

You can tell your story to these buyers while they are in a relaxed, receptive mood, open to suggestion.

It shows your product in *action* under the most favorable conditions. As it actually is and at its best! In a subtle, convincing way you can weave a real romance about it, so attractively and interestingly they'll not only be *glad* to see it—but they'll remember it.



2,500,000
certified circulation

Exhibitor's Fund is a trust estate with the TITLE INSURANCE & TRUST COMPANY (one of the oldest and largest trust companies in the West) acting as trustee, who certify that your picture will be shown to a minimum of 2,000,000 people, or you will be rebated proportionately for every bit of lost circulation.

The use of motion pictures for advertising purposes is an old story. *This is a new one!* Entirely new and different from any motion picture advertising plan you have seen or heard of before.

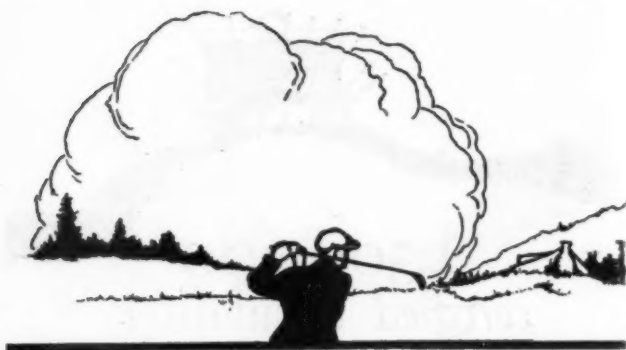
We produce our own pictures and exhibit them in our own theatres! There are more than fifteen hundred members of this association who have pledged themselves to show your picture at their every performance—assuring you of a full run. Your picture will be seen by an average audience of more than 2,500,000 people.

We would like to tell you more about this *entirely different* advertising medium. A postal will bring you all the details. Address

EXHIBITOR'S FUND

807 Knickerbocker Bldg.

Los Angeles, Cal.



Straight Down the Fairway

We're all teed up for a few new accounts and, be it said, our drives are straight and true. We can refer you to a customer for whom we've made over a million and a quarter Peerless Mats and who will tell you we've never yet "flubbed" a shot.



O'FLAHERTY

Electrotypers Stereotypers Photoengravers

MAKERS OF PEERLESS MATS

225 West 39th Street

New York

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A Publication Not a "Common Carrier"

WATSON ADVERTISING AGENCY
CHICAGO, June 6, 1922.

Editor of PRINTERS' INK:

Have there been any court rulings to the effect that a publication is a common carrier or is otherwise required to accept advertising copy from an advertiser when no objection can be made on a moral basis?

In other words, is PRINTERS' INK aware of any legal reason why an advertiser cannot make a publication accept his copy when the latter wish to keep it out apparently only to protect its old advertisers?

WATSON ADVERTISING AGENCY,
J. M. WATSON.

WE have occasionally heard of instances where the "common carrier" theory has been advanced in some of the minor courts, but we cannot find any recorded decisions that would have any weight in establishing it as a rule of law. As a matter of fact we do not believe that it has ever been considered of sufficient merit to warrant discussion by any of the higher courts. It is generally understood that the publisher has the same right to choose his customers as is possessed by any other private trader, and this is thoroughly supported by established practice. We think the chances of establishing the common carrier doctrine in the courts would be extraordinarily slim.

Railroads, gas and electric light companies, and other public utilities are adjudged to be common carriers mainly because they enjoy certain franchises and privileges granted to them by the public. They have, for example, the right to lay tracks or pipes in the public streets, they may upon occasion secure rights of way across private property, and so on. And in return for such special privileges, they surrender the right to choose between customers, and must render service to all who apply for it. They are common carriers, not merely because they deal with the public, but because the public has granted them certain powers which are not possessed by the ordinary, private business concern. Furthermore, in

the majority of cases, the public utility enjoys a monopoly by virtue of its franchise.

In the case of a publisher, however, there is no more basis for the common carrier theory than there is in connection with a wholesale grocery, or a manufacturer of clothing. His business does not exist by virtue of any charter or grant by the public authority, and he enjoys no protection against competition. Anyone is free to start a competing publication at any time, and may enjoy equal rights and privileges. He has the same right to choose his customers as any other private business enterprise. That, at least, is the universal understanding, and always has been. The absence of any specific decisions on the subject simply shows that it has never been seriously questioned.—[Ed. PRINTERS' INK.]

Honeymoon Advertising

The graduate at commencement, mothers on Mothers' Day, the tourists at vacation time, and everybody at some time is made an objective in the timely advertising of the day. The June bride has received attention in columns of advertising space, but it has taken the Detroit & Cleveland Navigation Company to adapt its newspaper copy appeal to the honeymooners. The company takes advantage of the newly-wedded couple's bridal trip to offer them "honeymoon seclusion" as they venture forth on the first lap of their matrimonial journey.

The company's advertisement says that "the one time a young married couple particularly desire seclusion is on their honeymoon trip. The D & C steamers leaving daily for Detroit offer just this desired seclusion—plus the delightful surroundings to enjoy the full glory of a moonlit night and the peacefulness of quiet water—in fact, to enjoy perfect contentment." Beneath this copy is a cut showing one of the steamer decks, a full moon casting its silvery beams over the placid waters of the lake, while here and there on the deck are young couples enjoying seclusion from the rest of the world.

A. G. Smith with Chicago Agency

Arthur G. Smith, until recently with the Chicago office of *McCall's Magazine*, has joined The Potts-Turnbull Company, Chicago advertising agency. Mr. Smith has been with the advertising department of the International Harvester Company, the Creamery Package Manufacturing Company and Williams & Cunningham, all of Chicago.

Advertising Asks Home Buyers to Specify Make of Furnace Wanted

Furnace Company Asks the Public to Relieve the Professional Builder of Responsibility

THE professional builder, who puts up a house or a group of houses to sell at a profit, opens up a market for manufacturers in a multitude of lines. He buys materials in large quantities and builds houses completely equipped for occupancy. Hence his goodwill is a valuable thing for the manufacturer.

But there are many types of professional builders and contractors. The man who is in business in a locality to stay many years uses the best materials he can find and is as much interested in building up good-will for his business as is the manufacturer for his own. There is also the builder who doesn't care whether or not he chooses the material which will please the man who buys his house, provided he gets something that looks good and sells quickly.

The situation faced by the Holland Furnace Company, of Holland, Mich., is similar to that faced by many other manufacturers who are dealing with men who in some instances use poor quality material in order to make a quick profit. In a time that might naturally be considered an off advertising period for a furnace manufacturer—May and June—this company has been running full pages in thirteen city newspapers in the United States. The page urges the prospective home builder to buy his own home-heating system. It does not mince matters so far as the contractor is concerned. It says:

The contractor and professional builder are often tempted to buy cheap, undersized, and otherwise inefficient furnaces for their clients. And so we urge every man to buy his own heating plant. Buy it direct from a responsible heating concern—one that issues a worth-while guaranty.

The contractor's temptation results from several causes. First of all, the cost of building a home often exceeds the builder's estimate. And in an

attempt to meet the difficulty he commonly employs the short-sighted policy of skimping on the very equipment that is most vital of all in providing home comfort.

What could be more natural than for a builder to feel care-free about the furnace when he knows the responsibility cannot definitely be placed on anyone? He realizes that his competitors have also been putting cheap, undersized furnaces in their homes for years, and that they have seemingly "gotten away with it."

The purchaser of a house is told that it is "completely equipped—ready to move into," and he moves in. The contractor is pleased with his commission from the furnace manufacturer or dealer, plus the profit on the furnace sale. All goes well until winter comes. Then nothing goes well, and the homeowner takes the loss.

The remainder of the copy advises the home builder to take at least as much personal interest in buying his heating system as he would in buying furniture and tells that the company voluntarily bonds itself to every user, giving the same protection that is always demanded for public buildings. A price of \$104.50 is offered to the consumer, covering the entire furnace and complete installation. A list of Holland branches in almost 300 cities is listed at the bottom of the advertising.

C. D. Karr, advertising manager of the Holland Furnace Company, tells PRINTERS' INK that conditions that led to this advertising were similar to those faced by other manufacturers who sell to a certain type of contractors. "To illustrate what happens when furnaces are poorly chosen and poorly installed," he said, "allow me to tell of our experience in one city in 1921—a poor year in the furnace business as in a number of others. We removed and junked an even hundred furnaces in Elgin, Ill., last year, a city of only 30,000 people. Almost none of these furnaces had been used over half the number of years a buyer has reason to expect, and neither had they been satisfactory

Higher Circulation Ideals

The Grand Rapids
FURNITURE RECORD

A. B. C. — A. B. P.



AN accredited Business Paper subscribes to only the highest of circulation ideals.

This means much to you as an advertiser who wishes to reach directly those merchandisers who are true prospects for your goods and service.

As you know, a member of the American Business Papers, Inc., must have a certified A. B. C. circulation. An A. B. C. net paid circulation guarantees that every copy distributed is 100 per cent efficient.

The fact that *The Grand Rapids Furniture Record* has the *largest net paid A. B. C. circulation* of any Business Paper serving this great market, answers your query as to what periodical you can use most profitably in this field.

The furniture and home furnishings retailer may represent a new outlet for your products. Our Service Department will help you in an investigation. Just write—we'll gladly cooperate.

An A. B. C. and A. B. P. Medium

The Grand Rapids Furniture Record Grand Rapids, Michigan

Victor B. Baer Co.,
1265 Broadway,
Room 804,
New York City

Edward R. Ford Co.,
53 W. Jackson Blvd.,
Chicago, Ill.

Sam Leavick,
524 Union Trust Bldg.,
Cincinnati, Ohio



55 YEARS AGO

ON JULY 1, 1867

CANADA

WAS CONSTITUTED BY THE
CONFEDERATION OF THE FOUR
OLD COLONIES OF BRITISH
NORTH AMERICA

PROGRESS SINCE CONFEDERATION

1867		1921
662,148	Square Miles in Dominion	3,729,665
10,000,000	Acreage Under Cultivation	59,643,000
\$175,000,000	Agricultural Production	\$1,946,648,000
16,450,000	Bushels of Wheat Grown	329,000,000
100,000	Number of Farms	700,000

52 YEARS AGO

THE FAMILY HERALD AND WEEKLY STAR
was founded

Striking its roots deep into the affections of the rural population, it has ever since kept pace, and more than kept pace with the growth of the country, until it has attained

the greatest circulation, the broadest distribution, the largest amount of reading matter, the greatest volume of advertising and the smallest milline rate of all Canadian farm papers.

For rates and other information write the Advertising Manager

Family Herald and Weekly Star.

Canada's National Farm Journal

Montreal

Established 1867

Canada

BRANCH OFFICES:

New York, U. S. A.:

DAN A. CARROLL, Representative,
150 Nassau Street

Toronto, Ont., Can.:

M. W. MCGILLIVRAY, Representative,
182 Bay Street

Chicago, U. S. A.:

J. E. LUTZ, Representative,
78 East Madison Street

London, Eng.:

M. W. JAMIESON, Representative,
17 Cockspur Street, S. W. 1

while they had been in use. We have no quarrel with the conscientious builder. Our advertisements in the business papers going to builders—and we have run full pages continuously for thirteen years in some of them—say, 'Every time a Holland Heating System is installed in a new house some contractor is credited with building mighty comfortable homes.' It would be absurd for us to buy the ill-will of the professional builder. We have every reason to buy his good-will, and we are buying the good-will of the experienced and sincere builder when we ask the general public to relieve him of responsibility which it is wrong for him to be burdened with. The commissions that some contractors have been getting through their resale of furnaces have neither meant more house-building nor more profits for them in the end.

"We believe that the contractor has been fooling himself and that he will be as glad to find it out as anyone else. His clients have often relied upon him to cut costs in house equipment to partially counterbalance unexpected costs in building. This naturally put him in an embarrassing position.

"The lowest-priced furnace could seldom solve the problem permanently, however, even as a furnace. And with respect to the installation—whom did the contractor himself rely on? Usually it was upon some side-line man or group of men with neither knowledge nor responsibility.

"We have met the conditions under discussion in nearly all of our 260 branches. They are to be found in every large city without exception. Before the descriptive publicity that has been given furnaces in the last few years, a furnace was a furnace. With that idea general, a contractor could hardly be blamed for buying at the lowest price on the market, regardless. He saw his competitors doing it and getting away with it. It was just a feature of the business."

It might be supposed that advertising, speaking so plainly about a certain type of contractor,

would have caused a great stir in the trade and some ill-will on the part of certain professional builders, but the company says that this is not the case: "Not one letter has been received in our general offices condemning our attitude as expressed in the advertising in question. There hasn't even been any show of surprise. The letters that did come in may well be summed up in the words of one from Ohio that reads exactly as follows: 'Your ad certainly hit the nail square on the head in our town. Keep up the good work.' The contractors who were specifying good furnaces, Holland furnaces, for their houses, felt complimented by the advertisement. It was as much a boost for them as it was for us. If any other contractors were shocked or disappointed, perhaps they concluded the best way out of the dilemma was to 'get onto the band wagon.'"

The experience of the Holland Furnace Company in going direct to the consumer and through the consumer, complimenting and backing up the good and conscientious contractor and builder and not being afraid to take a straight crack at the unscrupulous ones, has a bearing for every manufacturer who sells through a third party. Very often the fear of offending some one man or group of men has kept manufacturers from coming out directly to the trade and to the consumer and tearing off the lid.

Canadian Appointments

The Rock City Cigar Co., Ltd., Levis, Quebec, and The Radio-Phone Co., Ltd., of North America, Montreal, have placed their accounts with S. S. Bowman, Ltd., Montreal advertising agency. The first account plans an Eastern newspaper campaign, while the second one will use farm publications and Western newspapers.

Independent Warehouses, Inc., with E. T. Howard Co.

The Independent Warehouses, Inc., New York, which operates a chain of warehouses in the United States and Cuba, has placed its account with the E. T. Howard Company, Inc., New York advertising agency.

Subduing the Illustration to Emphasize One Important Object

Various Methods by Means of Which Attention Is Concentrated on a Spotlighted Feature

By a Commercial Art Manager

• **SOME** people will wonder why, when they see an advertisement for Fairy Soap, their eyes turn, first and foremost, to the oval, floating cake.

There are many other units on the page. There are headlines and body text and small inserts and illustrative features. How has the advertiser managed to compel you to look at that cake of soap before you look at anything else?

There is really no mystery attached to it. A scientific principle has been applied and nothing more.

It is the desire of the advertiser to remind you of the fact that this is "The whitest soap made." And then: "From the time the wrapper is removed until the last thin wafer disappears this whiteness does not change." An

important part of the advertising, therefore, is to elaborate upon the white cake, to make you think of that feature. Then again, the Fairy cake is handy, oval, attractive. Its shape differs from other soaps. The manufacturer wants you to give every consideration to the appearance of that cake of soap.

This means that the advertisement must be of a peculiar kind. Nothing should detract from the

biggest selling feature, the soap itself. Its very appearance will help sell it.

But how, with type and head-
lines in drawn let-
tering, and other il-
lustrative features,
can the single ob-
ject be literally
"thrown into the
visual sensibili-
ties"?

There you have a problem that confronts many advertisers.

The manufacturer never quite gives up the idea that a reproduction of his product is of greater importance than any other part of advertising. He is proud of it and wants it to be conspicuously displayed. He realizes that accessories often assist in burying it from view.

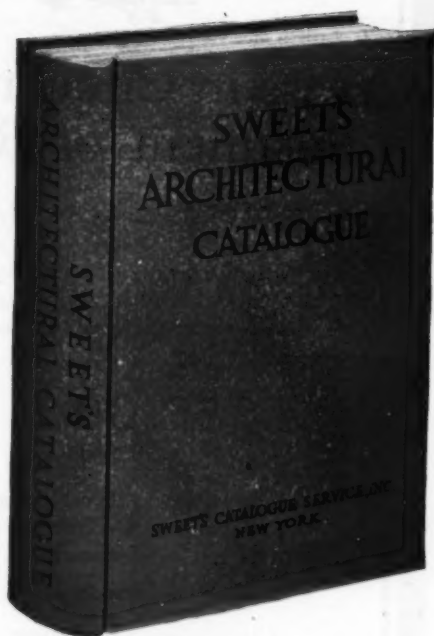
In the Fairy Soap advertisement, the only pure white object on the page is the cake of soap. Illustrative features, for the most part photographic, are grouped at the bottom of the composition, and against these dark

is superimposed the white cake. It is a line reproduction, with no shading. On the engraved plate, it is a combination insert. Every other part of the engraving is in half-tone. The cake is in line. No attempt is made to shape it with shadows. Therefore it is brilliant.



A WHITE AND GLISTENING BULL'S
EYE ON A GROUND OF BLACK

Last Chance for a Year



Seventeenth Edition

Closes Tight

June 30

Quick Action Required

If you have not secured representation in the Seventeenth Edition, mark this ad for attention of your advertising manager or agent

SWEET'S CATALOGUE SERVICE, Inc.

119 West Fortieth Street

New York City



An Increase in Circulation —an Adjustment of Rates



THE circulation of Popular Science Monthly has been so steadily increasing that, effective with the December 1922 issue, we are guaranteeing an average circulation of

250,000

95% NET PAID

The present rate is \$600.00 a page. Effective with the December 1922 issue the rate will become \$675.00.

This new basis means—

25% more circulation

for a

12½% increase in rate

Among magazines that have an All-Men circulation the largest circulation (A. B. C. Audit) is that of Popular Science Monthly. When you want to sell men put Popular Science first on your list.



Popular Science MONTHLY

Founded
1872

liantly white by contrast with its surroundings.

Where illustration stops and mortise for type begins, a tint is blown over the latter area. This means that the entire advertisement is "in tone." And against the tone stands out a single white object.

The eye simply must turn to that white area first.

If it were possible for the advertiser to run a half-tone tint over the entire white margin of the magazine page, the effect would be still more startling and visually arbitrary. The introduction of a single touch of white, elsewhere on the page, would detract just so much from the Fairy cake.

These rules, interesting as they are, apply more particularly to advertisements of a still-life character. Where action enters into a composition, another element is involved entirely. Action will always attract the eye.

It is at such times as this that study of what can be done in concentration becomes more than ever valuable. White alone does not constitute the only available directing power. Black can be made just as serviceable.

Thus, in an all-line drawing, say for newspaper use, if the type is kept delicate, and if the accessories, such as borders, illustration, and headlines are all held down to pure outline, emphasis can be made with solid blacks on one object and it will force its way into the eye with practically no resistance.

These problems involve no more than a knowledge of values, of

contrast. The mistake seems to be continually made of fighting one contrast with another, equally violent and vivid.

If uninterrupted concentration is desired, then be bold about it. Do not scatter your zones of interest. Do not fight a solid black with scatterings of smaller areas of black. If the main objective featured is white, cut down all other whites in the composition.

VOLLRATH WARE
a Household Labor-saver

THINK how much easier it is to do housework today than a generation ago. Progress in convenience and economy has brought the electric oven, the vacuum cleaner, the automatic machine and many other labor-saving devices into the home. Every progressive housekeeper is satisfied with the latest labor-saving. And Vollrath Ware is characterized as being with the most efficient.

Vollrath Ware is unexcelled in its beauty, its use and its economy and efficiency. It is made of the finest material, and is made to last, to stand up to the most severe use.

can be washed as easily and thoroughly as a glass dish. It has no glasses, plates or crockery, no anything else that, so long as you have a set of Vollrath Ware, is necessary. It is made of the very highest grade.

Household labor is reduced to what you can do with your own hands. Vollrath Ware is the only ware that is made to last. It is made to last for years and years.

Vollrath Ware is sold in hardware and department stores throughout the United States. Ask for it.

The Vollrath Co., Shelton, Wyo.

ALL ELSE IS SUBDUED TO GIVE PROMINENCE TO THE ARTICLE ADVERTISED

One bonfire, on a dark night, will hold the eye. A dozen, larger and smaller, scattered in the darkness, will break up vision. Concentration is at once lost or minimized in its power.

A Vollrath advertisement seems to take advantage of every known scientific method of compelling the eye to concentrate on the product before it begins to digest other portions of the message.

Vollrath ware is light in color. Indeed, its creamy white texture

is one of its strong selling points. It looks clean, it is easy to keep clean. It makes for a more attractive kitchen.

Therefore, whatever you may have to say about the product, seeing it, examining its features, recognizing its features, certainly becomes the most important selling idea.

In the Vollrath page, the individual pieces of ware, and not too

high-lights eliminated. At no time was it found necessary to introduce a tint as light as the darkest tone in the Vollrath ware. They are subservient details, held back and in the dim background, because they are of lesser importance. The advertiser merely wishes to intimate that Vollrath Ware is another labor-saving and household utility.

This advertiser goes farther

than the Fairy Soap manufacturer. There are pure whites in the display lettering and in the mortise for the story. Happily, they are far enough away from the main feature, not to conflict seriously. Nevertheless, nine times in ten, it is best to have a half-tone tint over both mortise and lettering. It could not be advantageously done in the Vollrath page because the type is too small in the mortise. A half-tone tint over it would have interfered with easy reading.

But the page accomplishes its objective. The article advertised commands first attention.

Now give consideration to one of a series of Frigidaire

advertisements where the same principles are involved. Note how the ice-box "stands out."

Attention is riveted upon it. Its white enamel is absolutely reproduced. The reader is compelled to give it first consideration. It is immaculate, sparkling, refreshing as becomes an ice-box.

These effects are easy enough to secure. If you have the same problem facing you, here is what should happen. Secure a background paper of a certain shade

**MORE THAN A
FAIR WEATHER FRIEND**

THERE are soaps that will keep your skin smooth as silk, when Spring is in the air, but fail to do it when blustery weather comes over the hill. They are "last-weather" soaps that depend largely upon their fragrance and odor for their popularity.

But Fairy Soap is an all-weather friend—a soap for every day of the year. It is more than a white floating soap—it is the whitest soap made.

From the time the suds begin to rise until the last thin suds disappear this whiteness does not change.

And no soap at any price could be purer. Fairy quality is unique.

Fairy soap is used in the leading men's clubs and Turkish baths in New York City. It is a soap for every purpose cleaning purpose throughout the house.

It isn't colored, doesn't seek with perfume—nothing but pure, unadorned soap for people to whom cleanliness is more than an affection.

For all uses that require soap of highest quality, think of Fairy, the soap that is winning its way the world over.

(CHECK FAIRBANKS)

FAIRY SOAP
PURE  FLOATING  WHITE



THE CAKE OF SOAP GETS FIRST ATTENTION BECAUSE IT IS THE ONLY WHITE OBJECT ON THE PAGE

many of them, are enclosed in a bull's-eye circle. They are almost pure white, although contrary to methods employed in the Fairy Soap advertising, half-tone is employed throughout. The ware is so white, by contrast with everything else in the design, that it commands first attention.

There are ironing machines, washing machines and ironing boards, vacuum cleaners, etc. These have been drawn on a gray surface, and with all extreme

CORNING

Internationally Known as the Crystal City

World's largest producer of Technical Glassware. Home of Pyrex Ovenware and Conaphore Lenses, electric bulbware, Hawkes, Hoare, Steuben and Sinclair Art Glass; also foremost in many diversified industries, including Corning Art Tile, Gregory Art Terra Cotta, Corning Paving Brick, Gorton's Chocolates, A & A Chocolates, Standard Barrows, Hood Furnaces and the history-making products of Ingersoll-Rand, indispensable in railroad, mine and oil development.

High wages, freedom from labor troubles and detached, owned homes, progressive school and beautiful park systems make Corning a REAL American city, able to buy and capable of enjoyment of the good things of life. A great

Railway Center of Southern New York and Northern Pennsylvania

Headquarters Pennsylvania Division, New York Central, largest single division of system; \$1,500,000 shops and 2,000 railway employes. Terminus of Erie Rochester Division. On main line of Erie and Lackawanna. Hub of network of suburban trolley and motor bus lines. These, with The Corning Leader, dominate an A. B. C. home trading territory of 46,000 people and form

One of the Four Gateways to an Evening Paper Land of 600,000 Prosperous Americans

The Southern New York and Northern Pennsylvania field, which is entirely covered by these four strong, aggressive, evening papers:

BINGHAMTON PRESS
CORNING LEADER

ELMIRA STAR-GAZETTE
ITHACA JOURNAL-NEWS

300,000

**LINES GAIN
—IN EIGHT MONTHS—**

**This is the National
Advertising Record of**

**The
Washington
Times**

Washington, D. C.

Proof that national advertisers who have investigated the changed newspaper situation in Washington, now realize they must include The Washington Times in their schedules if they expect to cover this city at all thoroughly.

G. LOGAN PAYNE

Publisher and General Manager

**National Advertising
Representatives**

G. LOGAN PAYNE CO.
Chicago, Detroit, St. Louis
Los Angeles

PAYNE, BURNS & SMITH
New York, Boston

of gray. Use it as the foundation of the advertisement. Make a separate drawing on plain white paper of the ice-box, and in line. Caution the artist to keep his lines delicate, light, unobtrusive. Avoid the use of shadows and of heavy areas of black or of any tone. Then silhouette the line drawing and paste it upon the gray board. Draw in your border in black. Do likewise with background accessories to the rear of the ice-box. Watch your step when you begin to superimpose white type on black—an engraving stunt about which you need not worry, so long as the background is dark. Then order a combination plate, the ice-box in straight line, with no screen running over it. That's all. Of course there are other methods. This is one way—an easy way. You visualize what you are doing as you go along.

What Advertising as a Vocation Demands

IN an address on the possibilities of a career in advertising, James O'Shaughnessy, secretary of the American Association of Advertising Agencies, outlined the fundamental requirements of the man who would succeed in advertising. Mr. O'Shaughnessy's address was made before the Junior Advertising Club session at the Milwaukee Convention of the Associated Advertising Clubs of the World. In outlining what he considered the fundamental demands of advertising, he said:

"Advertising is a great quantity embracing distinct callings. In what I say here I shall have in mind that calling in advertising known as the 'advertising agency.'"

"Advertising operates over almost the entire field of distribution.

"It can therefore use with advantage wide knowledge and sound wisdom.

"The technics of advertising are many and exacting, but they are small compared with the fundamentals.

"The study of advertising should begin with the study of those

things out of which wisdom in distribution is crystallized.

"Knowledge of geography is fundamental.

"Knowledge of type faces and illustration is incidental.

"The study of the structure and appearance of advertisements before acquiring a knowledge of the customs and manners of people is not the way to qualify for big service in advertising.

"You should first realize what advertising is, what it does and how it does it.

"Until those three things are learned other studies will lead you only into the by-ways.

"Advertising is a process in the promotion of desire.

"That, in essence is advertising

"It multiplies the offer whether the offer be that of commodities or service.

"By keeping these broad fundamentals in mind, the young man who is venturing into advertising as a career will be more likely to avoid the most common danger, and that is the danger of disqualifying himself as a proficient counselor in business promotion."

Kenyon Rubber Account with Michaels' Agency

The C. Kenyon Company, Inc., Brooklyn, manufacturer of raincoats, cord tires and other rubber goods, has placed its account with the Harry C. Michaels Co., New York advertising agency.

The Diamond Bottling Co., Waterbury, Conn., beverages; New York Galleries, furniture and furnishings; Tiffany Studios; Elsie De Wolfe, interior decorator; Laura Hair Novelty Co.; the Regent Co., Inc., children's play dresses and rompers; Carlsbad Products Co., Carlsbad Sprudel Salt; and Johann Hoff, Inc., malt extracts, all of New York, have also placed their accounts with the Michaels agency.

J. Emmett Cade, formerly in charge of sales promotion for the B. F. Goodrich Co., New York, has joined this agency as assistant to P. L. Cornell, merchandising manager.

Joins Critchfield & Company

C. H. Giddings, formerly with the Orange Judd Farmer and National Farm Power, and previously with the Mace Advertising Agency, Peoria, Ill., has joined the soliciting staff of Critchfield & Company, Chicago advertising agency.

The KNIT GOODS GROUP

The Underwear & Hosiery Review



Sweater News and Knitted Outerwear



Knitted Fabrics Apparel



The journals of the knit goods trade.

Published monthly by

The Knit Goods Publishing Corp.

321 Broadway, New York, N.Y.

Pacific Coast Library Advertises for Books

PORTLAND, ORE., must be overflowing with knowledge. Its public library has the greatest per capita circulation in the United States! Last year its circulation jumped 19 per cent. Unfortunately its funds for the

necessary to plan only for a campaign of two weeks duration. During those two weeks its copy told of the great need for books and made the plea to every individual to "go over your books, give every volume you can spare to the Library."

Results show several thousand volumes added to the shelves of the library.

One of the remarkable things about the books given was their uniform desirability. It was clearly apparent that people parted with books that they would have liked to keep in order to help the library. Many classics were in the lot, all well bound and many almost new. There were good children's books and volumes of travel, history, drama, poetry and biography.

One gift was an interesting collection of 300 books, made evidently by a person who realized that on the shelves of the public library these books would aid the many.

Most of the books came in in small quantities, in many instances a single volume, indicating the wide interest which was taken in Library Week.

As an immediate result of the gifts and because of their actual cash value, sufficient money was released to buy such books that were in demand.

The campaign, it has been decided, will be continued in a small way. Classified advertising, circulars inserted in the circulating books, posters in the main and branch libraries and downtown book stores will be used to carry on in the hope that books will keep coming in a steady stream.



"book-hungry—clamoring for good things to read—yet we turn them away for our shelves are empty of the books they seek!"

The Library Must Have More Books!

PORTLAND LIBRARY has the greatest per capita circulation in the United States! We have outgrown our facilities. Last year our circulation increased 19% and the book fund estimated that there are 150 calls every day for reading matter we cannot supply. 18,000 reserve points were left during 1921!

NEVER before were people so interested in books, cartoons, photography. The Library has a very limited supply of the new books on these subjects. The demand for standard fiction is increasing and increasing. The Library is short of volumes of "The Hunchback of Notre Dame," "The Tale of Two Cities," "The Merchant of Venice" whose reading teaches our knowledge of humanity and which Portland school children and grown-ups are demanding we cannot fill the demand.

We have not enough of the good new books such as "If Winter Comes," "Dance of Shells," "The Rejuvenation of Edward Ross," "Growth of the Age," "Mystery of Queen Victoria."

Portland is unusual among American cities for its number of attractive small libraries. Many more are being built this spring. Call your call comes in the heart place for books on gardening and horticulture. We cannot supply these books. We have them, at least we have them where we have but one. Hundreds of men and of work come to the Technical

Room and ask for books on their trades—books to help them increase their efficiency. Our supply of books is hopelessly inadequate to meet this demand.

THE growth in the use of the Library by the high schools ranges from 25 to 40%. Large in the world is it could be more efficient if we had more books. Here is an opportunity to combat the work of the unprofitable literature, to replace high death and taste for good books, but here again we are handicapped. We do not have funds enough.

And as we might go on to tell you how in every department—State, Art, School, Reference—there is a crying need for more books.

On every hand we find our efficiency crippled, our opportunities for service unutilized. We need more books!

Will you help us, officers and counsel by going over your books and giving us every volume you can spare? Truly you could not do a more useful thing than this.

PORTLAND LIBRARY ASSOCIATION
Phone Main 1536

LIBRARY WEEK

April 9th to 15th

GIVE BOOKS TO THE LIBRARY

Notes: Address to A. Brown of the Library

ONE OF THE ADVERTISEMENTS THAT BROUGHT IN BOOKS
FOR THE PORTLAND PUBLIC LIBRARY

purchase of books remained stationary. As a result, there is a great shortage of books in all departments. Hundreds of requests were being made every day for books that were "out" or not on the library's shelves. What should be done? The answer was an appeal to the public spirit of Portlanders through the newspapers, outdoor advertising, street car cards, and news movie reels to "Give Books to the Library."

A limited appropriation made it

When they build they want to build "right"

Almost every mail brings us letters from Priscillas* who ask advice in planning new homes —

And because we know no man better fitted by training and experience to give sound, practical advice on this subject than

Joy Wheeler Dow

author of "The Renaissance of Architecture in America", we have asked him to design a beautiful, convenient home as part of his service as a member of our Advisory Council for 1922.

Modern Priscilla will carry this plan, and the accompanying article by Mr. Dow, into the homes of over 600,000 Priscillas* who buy it because it is a publication devoted entirely to homemaking.

And as prospects for food products and household utilities, aren't these 600,000 Priscillas* more valuable than twice that number of women reading for amusement?

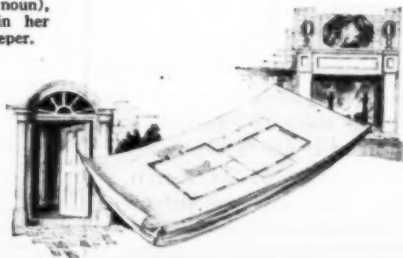
MODERN PRISCILLA

New York

BOSTON

Chicago

***PRISCILLA** (fem. noun),
one who delights in her
home; good housekeeper.



Southern Ruralist

ATLANTA, GA.

MAILING CLERK'S REPORT

Distribution by States

Date of Issue June 15, 1922

States	No. of Copies
Alabama	33,933
Arkansas	4,637
Florida	21,585
Georgia	75,828
Kentucky	13,232
Louisiana	15,208
Mississippi	26,651
North Carolina	47,939
South Carolina	57,685
Tennessee	19,711
Texas	4,803
Virginia	23,170
West Virginia	22,970
Miscellaneous	13,178

Total Net Paid	380,530
Advertisers	663
Adv. Agencies	1,145
Exchanges and Comp... ..	2,494
Sample Copies (direct) ..	0
Sample Copies (to canvassers)	280
Files, Spoils, etc.	390

Total Press Run

The above is a correct statement of copies of this issue.

M. M. SMITH,
Chief Clerk

What the Advertising Agency Has Done for Industry

The history of the advertising agency business is the conquest of one industry after another. For seventy-five years this group of men has been studying various industries and developing ideas by which to break their shackles. Whenever you see a group of them together in an agency, you may hear some such remarks as these—"I wonder if there isn't some way to trade-mark lumber?" "Why can't raisins be sold as a confection in 5-cent packages in the drug stores and on cigar counters instead of through grocers only?" "If it costs a dollar a case to sell 300,000 cases of these soap flakes through advertising, why not make plans to sell a million cases by appropriating a million dollars for advertising?" The chances are we will sell a million and a quarter cases and decrease the selling cost."

And thus a new industry is born, an old industry comes into its own, quantity production is made possible, the cost of selling is reduced and the price of a commodity comes down to the pocketbook of the masses making the luxury of today the necessity of tomorrow.

When the copy is written and the illustration is prepared, the manufacturer often, for the first time, sees his policies on paper and his product pictured as it should be. The quality of many a product has been improved and the policies of many a company have been standardized by the very fact that an advertising agency has nailed that manufacturer's flag to the mast and he has not dared tear it down.

From an address by Mac Martin, president, Mac Martin Advertising Agency, before the Agency Departmental of the Milwaukee Convention of the Associated Advertising Clubs of the World.

Old Orchard Beach Advertises Its Vacation Advantages

The Board of Trade and business people of Old Orchard Beach, Me., were so pleased with results from a cooperative advertising campaign they ran last year that they have started a larger campaign this year.

The newspaper copy in the current campaign stresses the advantage of the excursion railroad fares and the offer of Old Orchard Beach merchants to receive Canadian currency at par. Pictures of summer activities give background to the copy.

Shock Absorber Account with Groesbeck, Hearn & Hindle

The Watson Stabilator Company, New York, manufacturer of shock absorbers, has placed its account with Groesbeck, Hearn & Hindle, Inc., New York advertising agency.

Britain Is Not to Be Outdone

C. VERNON & SONS, LTD.
GLASGOW, May 30, 1922.

Editor of PRINTERS' INK:

Your contributor, in his able article "The Advertiser's Artful Aid," claims that only America can produce a faked Horatian Ode from the names of its trade products. Well, here's a British attempt, taken from the pages of a well-known literary weekly—*John o'London*:
"Lux hovis wincarnis, sanatogen kliptiko vedal
Maltina germolene ronuk, icilma sanitas vinu
Ciefa; cusaline volex clensel, seccotine croid
Castrol salvolia.

"Farola onoto, harlene meccano zambuk britolic,
Kodak fluxite ficolax, atora sorbo cuticura

Anzora; abidine sargol clemak antipon Actina genasprin!"

Of course, kodak and cuticura are exotic. But we'll call them a fair exchange for encyclopaedia britannica!

Incidentally, I want to take the opportunity to thank you for both the Weekly and the Monthly. They are a measure house of ideas, inspiration and encouragement. In fact, one shudders to think what life would be if the U. S. mail stopped delivering them in this country.

C. VERNON & SONS, LTD.
S. J. G. CHIPPERFIELD.

New Officers Elected by Cincinnati Club

The Cincinnati Ad Club at its annual meeting elected Paul B. Schweikert, The John Van Range Co., president; Frank Inglis, The Reuben H. Donnelly Co., first vice-president; W. B. Fortlage, the *Commercial Tribune*, second vice-president; Ben Roth, The Roth Novelty Company, treasurer; Jos. Tomlin, the *Times-Star*, financial secretary; Albert R. Riggs, The Riggs Printing Company, recording secretary, and as directors G. W. Preston, the *Enquirer*; Ben May, Bastian Bros. Co.; Krell E. Spires, Prather-Allen Advertising Co.; E. H. Ench, The Mabley and Carew Co.; Thomas Kiphart, Fifth-Third National Bank, and J. A. Conrad, of the Dow Drug Co.

With Snitzler-Warner

C. H. Burlingame, formerly with the O. J. McClure Advertising Agency, The Butterick Publishing Company and The Morton Salt Company, is now with the Snitzler-Warner Company, Chicago advertising agency.

James S. Hinckley, formerly with the Geneva Cutlery Company, has joined the staff of the Penn Hardware Company, Reading, Pa., manufacturer of builders' hardware. He will be engaged in sales and survey work.



Quality • Quantity Character

ALL THREE are of importance to advertisers, but to Advertisers of High-Class Goods and Service *Quality* and *Character* of a medium are vastly more important than *Quantity* of Sale.

Very few *Quality* mediums have great *Quantity* sales but are none the less valuable for High-Class Advertising in their special fields.

But "PUNCH" has All Three attributes to an extent granted to no other British medium of its class:

Quality, Quantity and Character

which happy combination of values accounts for the fact that its pages are always full of the most desirable advertising.

ROY V. SOMERVILLE
Advertisement Manager "PUNCH"
10 Bowdrie Street, London
E.C.4, Eng.

Advertising Staff Changes in Capper Publications

A number of changes have been made in the personnel of the advertising department of the Capper Publications.

Milton Peek, of the Chicago office, becomes manager of the Detroit office, taking the place of J. R. Scolaro, now Western manager of *Capper's Weekly*, with headquarters at Chicago. E. A. Olms, of the Chicago office, has been transferred to New York as Eastern manager of the *Household*. A. B. LeStrange, of the New York office, is now Eastern manager of *Capper's Weekly*. S. C. Berberick, of the Chicago office, Western manager of the *Household*, now works exclusively on *Household* accounts in that territory.

Basil Church, of the *Topeka Daily Capital*, has been transferred to Chicago, as is also Jack Morrow, of the *Kansas City Kansan*. Glenn Davis, of the *Topeka Daily Capital*, has been transferred to Kansas City, Mo., as a special representative of the *Kansas City Kansan*. New members in the home office at Topeka are M. D. Laine, C. W. Pratt, Elizabeth Dickens and Helen Loodell.

Publishers' Representatives Organize New Firm

S. C. Stevens and John H. Baumann, formerly with Stevens, Gibbs & Baumann, Inc., publishers' representatives, have formed an organization under the name of Stevens & Baumann, Inc., with offices in New York and Chicago.

Mr. Stevens was at one time treasurer of Stevens & King, Inc., publishers' representatives. When he retired from the company, he disposed of his interest and the company became Prudden, King & Prudden, Inc.

Mr. Baumann was assistant secretary of the Frank Presbrey Co., Inc., New York advertising agency. He had been with the Presbrey agency for sixteen years.

New Perfume Advertiser

The Balba Corporation, of America, Toledo, O., is planning to advertise, and has retained The Martin V. Kelley Company as its advertising agency. The Balba company manufactures a perfume, trade-marked "Balba." This new product will be sold in small quantities through vending machines to be placed in drugstores, women's rest-rooms and cigar stores.

"Deseret News" Advances Nathan O. Fullmer

The *Deseret News*, Salt Lake City, has advanced Nathan O. Fullmer, from advertising manager, to business manager.

Leo L. Levin, formerly advertising manager of the Salt Lake City *Telegram*, and one of its founders, succeeds Mr. Fullmer as advertising manager.

British Advertising Development Discussed

An address on the development of British advertising mediums, particularly of newspapers, and of British advertising agencies was made before the National Association of Newspaper Executives at the Milwaukee convention of the Associated Advertising Clubs of the World by Oliver Clark, of Samson, Clark & Co., Ltd., London. Mr. Clark, in part, spoke as follows:

"It is only in the last two years that there has been any attempt at 'getting together' between British agents and British newspaper proprietors. Before this time the whole business was honey-combed with 'back-door' and 'by-by-night' concerns.

Recently we have formed our audits bureau—corresponding to your A. B. C. This was brought about largely by the propaganda of one group of newspapers, adopting the slogan 'Demand net sales.' The cost of this is shared by the agents. While by no means all the newspapers are as yet subscribers to the bureau, the movement is making steady progress and considerations of known circulations are becoming a real influence with advertisers and agents in the making out of their schedules.

"I think one of our greatest difficulties at the present time is with the small man starting advertising in a really small way—and most of our present big accounts have started like this. Conditions being what they are, manufacturers were never more impatient to see tangible results, nor more loath to spend money on vague propaganda. They are constantly saying 'I will try two weeks here or three insertions there, and if I can't get my money back I've finished with advertising.' My countrymen, I fear, require educating in the principles of advertising."

Wildcat and Sound Securities Compete for Attention

A window trim which the First National Bank, Detroit, displayed in co-operation with that city's Better Business Bureau during Detroit's "Better Business Bureau Week," showed a collection of worthless or questionable stock certificates. The attention attracting feature of the display was two vicious wildcats fighting over a slain rabbit.

The interest created by the wildcat window trim was clearly shown the following week when the bank changed the display to an exhibit of City of Detroit and State of Michigan bonds. The wildcat window pulled an audience of ten to one in comparison with the sound securities window.

Philip Melhado, formerly Eastern manager of *Farm Implement News*, *Tractor and Truck Review*, Chicago, has joined the advertising staff of the *Shoe and Leather Reporter*, Boston.

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Eastern
News,
ago, has
he Shoe



A standard location for your product

For many smaller articles of merchandise there is no other location which compares with the dealer's showcase for display efficiency.

You can secure that location for your product over your entire selling area by packing the product in the Brooks Display Container.

This container is at once a complete advertiser, an ideal display instrument, and a highly efficient salesman. Unique, patented features make the Brooks Display Container a sales outlet of greatest value.

Let us design a Brooks Container for your product

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display
Advertising*

Getting Window Display Material Back of the Plate Glass

Why Certain Trims Never See the Light of Day—How They May Be Kept Out of the Junkman's Hands

THE RICHARD A. FOLEY ADVERTISING
AGENCY, INC.

PHILADELPHIA, June 7, 1922.

Editor of PRINTERS' INK:

Kindly send us a list of articles printed by PRINTERS' INK concerning the methods followed by national advertisers in distributing window display material.

We mean by this the methods that go much farther than simply sending along advertising material with the shipment and trusting to luck that the dealer will put it up.

CHARLES H. EYLES,
President.

MR. EYLES brings up in his letter a problem that has defied solution more regularly than the majority of difficulties advertising executives have to overcome. It is the ever-present bogey of wasted window-display material.

As a matter of fact there is only one prescription that will cure this particular ill and the ingredients are too expensive to permit many manufacturers to partake of it. Traveling your own men to install the displays is the only remedy. Even when that is done it is necessary to have someone make the rounds to see whether or not the displays are kept in the window.

Nevertheless, it is true that proper planning may work wonders in keeping display material out of the cellar and putting it in the window where it belongs. The first essential is the right display. Unless the trim is something the retailer will really want to use, no amount of good merchandising work is going to prevent it from meeting with an untimely end.

We assume, however, that faulty distribution methods have more to do with display wastage than incorrect design. Isolated examples of trims that were absolutely useless might be recalled, but in the large majority of cases the reason so much display material is sold to the junkman is to be found in the plan of distribution.

Perhaps the waste-preventing plan which can be used most widely is simply to refrain from sending out trims unless the dealer specifically requests them. This does not insure that all the material will be used. But it does reduce the number of displays consigned to the cellar and is the first step in any plan of eliminating unused trims.

When that procedure is followed it becomes necessary to do something which will get the merchants to ask for the displays. It is quite a common practice to allow dealers to send requests through the salesman. As a rule, however, the salesman offers the material to almost every customer and the merchant who will refuse something which does not cost him a cent, regardless of whether he is going to use it or not, is mighty scarce.

One plan that might well see wider use is to maintain model windows in the company's showrooms and branch offices. Some companies have an actual storefront all fitted up at the factory and branches. They are placed where visiting buyers cannot help seeing them. The result is that many of the visitors ask for the material displayed. When these requests are complied with, the chances are ten to one that the display is going to be used.

Another method is to have photographs made of the trim all set up and send the pictures to the entire dealer list. A description of how the display is put together should accompany the photograph, so that the merchant may know exactly how much work it requires. Otherwise, if, when he gets the display, he finds it is going to be a half-day's job to put it in, while from the picture he was led to believe it would require only an hour or so, there is going to be another addition to the heap in the basement.

Extensive use of business-paper space is also productive of requests for window trims. E. C. Atkins & Company, Inc., hardware manufacturers of Indianapolis, have for some time confined their advertising in the publications reaching hardware merchants to window-display ideas. Some months ago the company put over a decorating contest through business-paper advertising.

At the beginning of 1921 Atkins started out on a year's campaign in behalf of better windows, which involved special trade-paper advertising every week. An offer of \$10 for each photograph of a window trim that reached a prescribed standard was made. The trimmer was also asked to send in a photograph of himself.

After a quantity of photographs had been received, one of the prize-winning windows was reproduced in each advertisement, together with a photograph of the trimmer. That was making an appeal to the universal desire to see one's picture in print and it worked admirably.

A constant barrage of direct-mail literature is still another effective plan. The strongest argument, perhaps, in this advertising is a continual reference to well-known merchants who are making use of the trims. Send a list of retailers a photograph of a display used in the window of a store whose name is a national symbol of retail success, with a few words, if possible, mentioning the results the window secured, and the number of return requests for a similar display is going to be increased considerably.

Not so long ago Henry Disston & Sons, Inc., saw and tool manufacturers of Philadelphia, announced in business-paper advertising that they were going to write every dealer of whom the company had record the details of a window-display idea. The advertisement ran a few days in advance of the mailing of the letter. This letter was a four-page affair. It brought back 3,800 requests for the details of the plan.

A good portion of the success with which the offer met, can be

traced to the window-display idea itself. It was decidedly unusual and is a sure-fire attention-getter in almost any line. A complete description of the plan will be found on page 69 of *PRINTERS' INK* for September 8, 1921.

Once the display has been shipped, even though it goes out only on specific request, there still remains some work to be done. A dozen things may happen that will mitigate against its chances of getting into the window. In this connection the system employed by the Palmolive Company may be helpful. When a Palmolive display is expressed to the dealer a letter goes out at the same time advising him that the material is on its way to him. The letter is more than a mere announcement. It endeavors to "sell" the display.

With the letter is enclosed a self-addressed postcard which the merchant is asked to fill out and return when the trim has actually been installed. A second enclosure designed to reinforce the letter is a booklet entitled: "What Is a Window Worth?"

If no answer to the first letter is received within two weeks, a second one is mailed asking the dealer to let the company know whether the display has been used. A stamped, addressed card is enclosed with this letter also. Sometimes a third letter is necessary. As a result Palmolive knows pretty well just what happens to every display that leaves the company warehouse as well as the condition in which it reaches the dealer, his opinion of the material, how long it was displayed, and in many instances figures indicating the display's effectiveness.

The Edison Lamp Works of the General Electric Company recently completed a campaign of intense local concentration in the course of which 100 per cent showing was obtained for 940 window displays. The entire scheme was worked out with a careful attention to details. The salesmen were made an integral part of the plan. They called on every dealer included in a specially selected list. First a meeting of the sales-

AVAILABLE— A Man Who Controls Sales in 8307 Firms

He has the title of sales manager in 4067 organizations that sell nationally through salesmen; in 1079 similar firms he is the owner or president, in 1245 he is vice-president, secretary, or treasurer, in 498 the general manager, and in more than a thousand he functions as district or branch manager.

He prepares and operates the marketing plan. He is the man who *merchandises* the advertising. The success of most campaigns can be measured largely by the way in which the sales force uses the advertising as a selling tool. If the sales manager and his men are not "sold" on a medium, a poster campaign, a display fixture, or any other feature of advertising, they can't talk convincingly to their jobbers and retailers—and you know the rest.

If you have a product or a service that will help the sales manager in his work, tell your story in the one magazine that is edited exclusively for him.

Sales Management

A Dartnell  Publication

The circulation has increased a third in 1922, and on July 15 a new rate schedule takes effect. *Advertisers who contract for space now can buy this quality circulation at a rate of five dollars a thousand.*

If you would like to know more about "Sales Management," send to our nearest office for current issue and rate card. Member A. B. C.

THE DARTNELL CORPORATION
1805 Leland Avenue, Chicago
342 Madison Avenue, New York

men was called. At this the qualifications of the various dealers for participating in the campaign were discussed and 800 merchants out of a total of 1,400 were chosen to receive the display. A "window-display agreement and receipt card" was made out for each of the 800 dealers and these cards assigned to the salesmen. There was a space for the dealer's signature when the card was first presented to him by the salesman and a second space for a receipt signature when the display itself was delivered.

This was merely one detail of the special work the salesmen had to do and for that reason was not an undue expense. Altogether, 940 window displays were delivered. When the delivery was completed the agreement cards were again given to the salesmen who called on the retailers to see whether the trims were in use. Where they had not been put up the salesman offered to do the work himself. About 85 per cent of the displays had been installed before the salesmen called. The other 15 per cent the salesmen took care of. That is a remarkable record and a detailed outline of the plan that made the accomplishment possible appears in *PRINTERS' INK* for March 9, 1922, page 146.

Any number of advertisers have their salesmen co-operate in getting displays into a larger number of stores. The National Biscuit Company's methods were described on page 17 of *Printers' Ink Monthly* for September, 1921. Libby, McNeill & Libby are such strong believers in the value of having salesmen work with the advertising department that the company never sends window-trimming material by mail. The salesmen deliver it personally and aid in the installation.

Right here an interesting plan has been worked out which makes the use of display material about as certain as is possible. This consists of a specially made box in which the trims are packed. The case is mailed to the dealer but addressed to the salesman. For example, Smith being the



The Magic Circle

DISTINCTIVE sign advertising helps to pull worthwhile products from the "just as good" class and place them within the charmed circle of sales where "the world's finest" rule supreme.

Some years ago the products of the Gulf Refining Company were not so well known as they are today. "Ing-Rich" Signs have, in great measure, contributed to the wide publicity they now enjoy—fadeless "Ing-Rich" Signs of solid porcelain fused into steel.

Within the next few years many other good products will gain admission to the magic circle. Will yours be one of them? We will be glad to show you how "Ing-Rich" Signs can help you. Write for free color catalogue and sample sign offer.

ING-RICH SIGNS

"Tradeless" Publicity in Everlasting Porcelain

Ingram-Richardson Manufacturing Co.

College Hill • Beaver Falls, Penna

A Correction

In our double page advertisement which appeared in PRINTERS' INK of June 1, 1922, pages 118-119, there was a typographical error in the third paragraph. This should read:

"Wisconsin, with its 9,000 miles of improved and concrete highways and its natural beauty spots of national renown, offers the recreation treat of your life. This is the 'Playgrounds of America' which 300,000 vacationists visit yearly."

Are you getting your share of Wisconsin's business? You can reach the "30 massed markets in 1" by using the newspapers that comprise the

WISCONSIN DAILY NEWSPAPER LEAGUE

H. H. BLISS, Secretary
Janesville, Wis.

salesman's name, the case is sent to Mr. Smith care of the Merton Drug Company, Stillwater, Minn. Its arrival is timed so that it reaches the dealer a day or two before the salesman gets there.

When the company man arrives there is no little curiosity as to the contents of the case and the boss and clerks generally hang around as the salesman borrows a screwdriver and opens the box. After that it generally is a simple matter to obtain permission to install the display.

The window-display manager plays an important role in deciding the fate of window displays. Yet more often than otherwise he is entirely ignored. So far as some companies are concerned, he does not exist. Naturally, that is not conducive to getting displays into the windows.

One company makes it a policy to obtain the name of the window-display manager as soon as a new account is opened. When no one individual bears that title this company gets the name of the clerk or the man who is entrusted with the care of the windows. Then, by direct-mail, he is gone after hammer and tongs. Naturally, since the company's literature is reaching the person who has the "say-so," its window displays are being used with steadily increasing frequency.

It is a long way from shipping display material with the merchandise to traveling one's own corps of window trimmers. In between the two there is considerable that may be done. A few plans have been hinted at. More complete descriptions of them, as well as detailed explanations of other provedly successful ideas may be secured by a study of the articles listed following.—
[Ed. PRINTERS' INK.]

ARTICLES ON DISTRIBUTING WINDOW DISPLAY MATERIAL

(*Printers' Ink Monthly*)

Getting Dealers to Use Permanent Window Signs; April, 1922; page 110.
How the National Biscuit Co. Holds Its Market; September, 1921; page 17.
Big Window Displays for the Small Article; July, 1921; page 42.
The Showroom Window Display; April, 1921; page 79.

Comedies of Advertising; February, 1921; page 40.

Make It Easy for Dealers to Use Displays; April, 1920; page 87.

Selling \$500,000 Worth of Dealer Helps a Year; March, 1920; page 28.

What Becomes of Your Window Displays?; January, 1920; page 70.

Windows and the Display Man; December, 1919; page 24.

(PRINTERS' INK)

Intense Local Concentration Made This Dealer Campaign Successful; March 9, 1922; page 146.

Ways of Winning the Indifferent Dealer; December 29, 1921; page 69.

How Durham-Duplex Made August Its Biggest Month; September 22, 1921; page 53.

Guessing Contest Proves Effective Sales Stimulator; September 8, 1921; page 69.

How to Get Your Goods Shown in Big Store Windows; June 16, 1921; page 121.

Keeping the Factory Busy by Demonstration Sales; May 19, 1921; page 101.

Preparing for an Edison Lamp Works Window Display; June 10, 1920; page 96.

Don't Monopolize the Window; May 27, 1920; page 65.

Window Displays and Advertising; March 11, 1920; page 182.

Traveling Your Own Men to Install Window Displays; March 4, 1920; page 43.

Merchandising the Elaborate Display; September 11, 1919; page 129.

How to Get Stores to Advertise Your Goods; April 10, 1919; page 85.

"Atmosphere" in Window Displays Sells Mazda Lamps; January 23, 1919; page 41.

The Traveling Circus; December 5, 1918; page 113.

Using a Traveling Corps of Window Display Men; August 16, 1917; page 66.

How Bunte Bros. Secured and Maintained 2,500 Window Displays in Chicago; December 21, 1916; page 25.

How to Get a Greater Number of Showings for the Window Display; October 26, 1916; page 45.

Getting Window Displays for the Bulky Product; August 31, 1916; page 49.

What Are Winning Arguments for Window Displays?; March 23, 1916; page 53.

How the Dolly Varden Company "Sells" Its Signs to the Retailer; March 9, 1916; page 96.

Department Store Man Tells Why He Accepted or Rejected Window Displays; January 20, 1916; page 25.

The Big-Store Window-Display Man—Who He Is; August 26, 1915; page 49.

Manufacturers' Window Displays in Big Department Stores; February 25, 1915; page 64.

How to Organize a Window-Display Department; December 17, 1914; page 44.

Successful Displays in the Dealers' Windows; November 26, 1914; page 20.

Successful Displays in the Dealers' Windows; November 12, 1914; page 17.

An Investigator's Report on Window Displays; April 9, 1914; page 71.

In
Bridgeport,
Conn.

Man
Hours

732,379 man hours were worked in the 31 reporting factories of The Manufacturers' Association during the week ending June 11, an increase of 330,637 over the first week of the year.

I. A. KLEIN

50 East 42nd Street
New York

Pt. Dearborn Bk. Building
Chicago

The
Post-
Telegram

Only A. B. C.
Papers

The Miami Herald

FRANK B. SHUTTS
Publisher

In Miami, Florida,
They Say:

*"This Is Our
Miami Paper"*



Bureau of Canadian Information

The Canadian Pacific Railway, through its Bureau of Canadian Information, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal is complete data on natural resources, climate, labor, transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

**THE CANADIAN PACIFIC RAILWAY
DEPARTMENT OF
COLONIZATION AND DEVELOPMENT**

Montreal, P. Q.
335 Windsor Station
Chicago New York
140 S. Clark St. Madison Ave. at 44th St.

Flour Millers Have Advertising Plans

A REPORT on the advisability of starting a national educational advertising campaign that would increase the consumption of wheat flour in the United States was submitted by G. A. Breaux at the annual convention of the Millers' National Federation, recently held in Kansas City, Mo. Mr. Breaux, who is vice-president and sales manager of the Ballard & Ballard Co., Louisville, Ky., submitted his report as chairman of the federation's advertising committee. In his report Mr. Breaux said:

Your committee submits the following suggestions in the effort to outline certain things necessary in the development of a national campaign:

1. An intensive as well as extensive campaign of publicity in prominent national periodicals of the two fundamental facts about wheat flour: that it is (a) the cheapest food, and (b) the most nutritious food.

2. Permanent publicity in the farmers' periodicals is of special importance. Appeal must be made through this medium to the housewife on the farm, to the mother and father of the family, explaining the fundamental virtue of wheat flour through its cooked products for upbuilding and maintaining the human system. The housewife on the farm belongs to the 40 or 45 per cent class that cooks its own breadstuffs, and the possibilities of increased consumption are greatest when it is once realized that there is no other complete ration, measured by actual nutritive power, that can compare with home-made bread.

3. The use of the motion picture service as the latest word in educational advertising. The Government, as well as Henry Ford, now maintains circulating libraries of educational films which are used in schools and colleges, civic organizations, churches. The original negative would cost \$1 per foot, with duplicates made at the rate of 10 cents per foot. The total expense of a 1,000-foot reel would approximate \$2,500 for reciting the history of the wheat berry from its planting to its finished food product on the American table.

4. Permanent publicity along educational lines through and by use of posters in the cities and sign painting along railroad routes.

5. The special study of bread economics. Work upon the school children, of whom there are 25,000,000 under the supervision of about 150,000 teachers. We must boldly enter the 4,000,000 homes and sell the children the truth

MR. RAY LONG
Editor in Chief of the
INTERNATIONAL MAGAZINE COMPANY
of New York

ANNOUNCES
the appointment of

MR. FRAZIER HUNT

As Special Foreign Editorial Representative for the Hearst Magazines.

**HEARST'S INTERNATIONAL
GOOD HOUSEKEEPING
HARPER'S BAZAR
COSMOPOLITAN
MOTOR BOATING
MOTOR**

*Mr Hunt's office
is at*

**2 AMEN CORNER
LONDON E C 4
TEL. CENTRAL 2792**

OHIO

With nearly 6,000,000 people in close touch with convenient trading centers and with each other is an exceptional try-out territory.

Because of its transportation facilities Ohio can be completely merchandised with great economy.

Advertising carried in the leading dailies in the cities of 50,000 and over will reach the Ohio buyers.

To get the most favorable opening, begin work in

Dayton and Springfield

with a combined population in their trading area of 610,000.

Then use space in The News League papers at a favorable combination rate. You get a combined net paid daily circulation of over 60,000 at 14 cents per line, and a combined net paid Sunday circulation of over 56,000 at 12½ cents per line, and two of Ohio's best cities are well taken care of by complete coverage.

Dealers in Dayton and Springfield favor advertised goods, and co-operate whole-heartedly with the advertising.

Consumers in 1921, through their buying of advertised goods, made it possible for merchants and manufacturers to use 22,282,628 lines of advertising in the News League papers. The year of 1922 is going stronger.

The pioneering has all been done—you can follow with assurance of success.

News League of Ohio

Members A. B. C.

DAYTON NEWS

SPRINGFIELD NEWS

National Representative:

New York
50 East 42nd Street

I. A. KLEIN

Chicago
Ft. Dearborn Bank Bldg.

Pacific Coast

A. J. NORRIS HILL, 1014 Hearst Bldg., San Francisco, Cal.

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about wheat flour, as expressed by Dr. Alonzo Taylor, of Stanford University, California, that "bread is our cheapest food, for it gives us one-third more caloric value at one-tenth the cost." A motto should be posted in every school-house and every home "Bread (meaning white flour product) Is the Staff of Life."

6. The offering of prizes, say \$1,000, \$500 and \$250, respectively, for a short, comprehensive slogan that will express in the fewest possible words the big idea to be driven home to the national mind of the public. These prizes can be offered nationally, or by dividing the country territorially. It would undoubtedly result in evolving a splendid slogan or battle-cry for continuous future advertising.

7. The introduction in all large cities of the country of "bread weeks" similar to the present campaign for increasing the consumption of milk and other basic foods.

We advise the appointment of a general committee composed of the Federation officials ex officio, five millers, and the secretary of each State and sectional millers' organization, whose function it will be to initiate a complete survey of the milling industry, to provide ways and means of raising the necessary money, to appoint a general manager as the dynamo to run the campaign, and otherwise perfect the machinery of organization.

Dare the millers do it? Is the task too great for the milling industry? Is the Federation big and strong enough to tackle the job? Are the individual advertisers of the industry, the giants who spend their hundreds of thousands each year, unselfish enough to set aside part of their present annual advertising appropriations for the "good of the cause"? Your committee can only suggest; the millers, collectively and individually, must decide.

The suggestion is a campaign, not only to prevent the threatened chaos of the milling industry from overcapacity, but also to promote through the increased consumption of wheat flour the economic, industrial, agricultural salvation of all the people. Let us bear in mind that the art of success is mainly a matter of perseverance. Real advertising is merely stating the blunt truth. Public opinion, once started our way, will surely increase the consumption of wheat flour.

After this report was submitted offers of contributions to an advertising fund were made, but the association took no formal action in the matter. It was the sense of the convention that the officers of the federation give consideration to the preliminary plan outlined by Mr. Breaux.

Sunday and Schultz, radiophones and radio parts, Philadelphia, have placed their advertising account in the hands of Bloomingdale-Weiler Advertising Agency. Copy will appear twice a week in all territory east of the Mississippi.

Michigan Facts:

Seven thousand acres of MICHIGAN farms are devoted to strawberries.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 30 East 42nd Street

R. R. MULLIGAN

in Salt Lake City



But —

*in New
Orleans
it's the
Item*

A Million-Dollar Campaign

(Continued from page 68)

There is a hint—but only a hint—of the great possibilities of a campaign to sell reading in the mail-order subscription book advertising now so popular. The formula appears to be to pick out some particular lurid incident from somewhere in one of the books and play it up as a sample of the whole—which it seldom is—and thus seek to emphasize one phase of the reading habit: namely, interest. Better is the advertising of Dr. Eliot's five-foot book shelf. Not only does this teach the value of reading as such, but it is well written and interesting copy, and it stresses the broader advantages of the habit. It is limited, however, by the necessity of tying it up to the particular set of books for sale, which detracts somewhat from the magnificently disinterested and for-the-common-good spirit it might have, and also because the appropriation is far too small to produce such far-reaching results as are contemplated in our proposed campaign.

WOULD EMPLOY ALL CLASSES OF MEDIUMS

All classes of mediums could and should be used—newspapers, magazines, farm papers, posters, business papers, street-car cards, direct advertising, window display, theatre programmes and moving pictures. Publishers who own magazines would be firmly told that their magazines would be used only if the plan required them and not on any other account. Literary mediums would not be ignored, but would be given no undue consideration, because our chief concern would be with the hundreds of thousands who have never known the delights of reading.

Street-car cards and billboards suggest alluring possibilities. Just the other day I saw a card in a window that said, "Have you bought your book for the week-

end?" It was a delightful suggestion. I immediately went in and bought Brander Matthews' *Essays on English*, and found in it, among other things, one of the fairest tributes to the art of advertising ever written by one so remote from the marketplace as a professor of English generally is. Do you not see how suggestible is the idea of a book as a holiday's entertainment?

Every day you see posters of the man with a gun, or a camera, or a fly-rod. You see him dipping in the waves, or addressing the ball, or gripping the steering wheel of a car. Let's show him with a book, in an easy chair before a wood fire, on a chaise longue on the veranda, in a parlor car, or on a deck chair, with the idea that the book makes the holiday.

Norman Rockwell made a picture for the Mazda Lamp showing a boy reading in bed, that is complete without words for this campaign. Think of posters based on Mark Twain or Eugene Field reading in bed; of Chaucer's Clerk of Oxenforde, who leaver had at his "beddes hed, a twenty bokes clothed in black or red." Lincoln reading by the light of a pine knot, Stanley in the heart of Africa or Roosevelt in the heart of Brazil, each with his explorer's library, or Napoleon with his camp library, each book stamped with the bees and the N, show what a wealth of material there is for posters, cutouts and car cards.

It was not suggested that the retail bookseller be assessed to contribute to the general advertising fund, because there is a far more important job for him to do, and with the leverage of a large advertising campaign behind them, it is believed that the united book publishers could get him to do it. The plan when complete should include a complete outfit of advertising matter for the dealer—ready-made newspaper ads, folders, letters, store cards and window display, all conceived in the new spirit. But the ultimate goal would be much farther than that.

The AMERICAN LEGION Weekly

627 WEST 43RD ST., NEW YORK

*A Service-
Stripe is Awarded
for each Six Months
Continuous Advertising*



SOME OF THE WEARERS

- | | |
|------------------------------------|------------------------------------|
| VVVVElectric Storage Battery Co. | VVAdwig & Ludwig |
| VVAmerican Pub. Co. | VVVVLacey & Lacey |
| VVVVComer Mfg. Co. (The) | VVVVFranklin Institute |
| VVVHydro-United Tire Co. | VVAlexander Hamilton Institute |
| VVMellinger Tire & Rubber Co. | VVVVInternational Correspondence |
| VVVVThomas Mfg. Co. | Schools |
| VVVThe Genesee Pure Food Co. | VVVLa Salle Extension University |
| VVVHartman Furn. & Carpet Co. | VVPatterson Civil Service School |
| VVVFlour City Ornamental Iron Co. | VVVStandard Business Training |
| VVVVC. K. Grouse Co. | Institute |
| VVB. Gutter & Sons. | VVVVSweeney School of Auto-Tractor |
| VVVJohn Polachek Bronze & Iron Co. | Aviation |
| VVVRedding & Co. | VVVUnited Y. M. C. A. Schools |
| VVVW. W. Sweet, Inc. | VVVThe American Tobacco Co., Inc. |
| VVB. V. D. Co. | VVVVGeneral Cigar Co. |
| VVCluet, Peabody & Co., Inc. | VVLiggett & Myers Tobacco Co. |
| VHart Schaffner & Marx | VVThe Coca-Cola Co. |
| VHoleproof Hosiery Co. | VVHarley-Davidson Motor Co. |
| VVKahn Tailoring Co. | VVHendee Mfg. Co. |
| VVReliance Mfg. Co. | VVVEaston, Crane & Pike Co. |
| VVWilson Bros. | VVVThe Pepsi-Cola Co. |
| VVD. W. Beach, Farm Life | VVOliver Typewriter Co. |
| VVBuecher Band Instrument Co. | VVTypewriter Emporium. |
| VVVC. G. Conn, Ltd. | VVS. C. Johnson & Sons. |

H. D. CUSHING

General Manager and Advertising Director

GORDON HOGG
Eastern Advertising Manager

H. R. DENTON,
Western Advertising Manager
293 Conway Bldg., Chicago

Extracted from Troy Topics, a journal of the better way in laundry operation

Edited by Willard K. Clement

"A New Type of Laundry Advertising With True Literary Flavor— It Builds Business



Mr. E. A. Whitcomb, characterizes as 'all mighty interesting' and forming 'a remarkable series.'

"Advertising, however skilful its wording, must have an appropriate setting to attain its true effectiveness. Rarely has a series such artistic and forceful a dress. Its pen and ink illustrations, its unique borders, its typography, the choice of stock and its different colors, all combine in one harmonious whole. The Mohn & Hunter Co., in this remarkable series, have set a standard in laundry advertising for the industry to aim at and which reflects the highest credit upon their enterprise and initiative.

"In East Aurora, New York, James Wallen writes Persuasive Advertising Copy and Plans. For the past year and a half he has been writing a series of laundry advertisements for the Mohn & Hunter Co., of Buffalo, which its President,

"It is with the wording of the advertisements themselves, however, that we are most concerned. Few laundry advertisements have carried any real message, much less have had any literary graces or distinctive style. Possibly their authors have felt that literature would not sell laundry service. They have been for the most part colorless, filled with generalities, abounding in superlatives. Mr. Wallen has not aimed to be technical, or deal in details. He has, however, given life, color, location to every item or process he has touched and he has brought to the treatment of his themes a vocabulary whose richness and range laundry advertising has never known.

"No description can reproduce the charm or the form of these advertisements. They must be seen to be rightly appreciated. The glimpse of them that has been given shows that they mark a new day in laundry advertising and that masterly diction wedded to attractive typography and illustration will yield rich returns. The laundry industry can profit by further work of this character and standing."

JAMES WALLEN

Persuasive

Advertising Copy and Plans

NEW YORK STUDY:

VANDERBILT HOTEL

Correspondence to East Aurora

STUDY:

EAST AURORA, N. Y.

It would be the attempt to make over the entire book-retailing business of the country so that a book might be sold as intelligently at least as a soda biscuit or a cigarette.

On this subject see Professor Earl Barnes' article, "A New Profession for Women," in the *Atlantic Monthly*, August 1916. Mr. Barnes makes two suggestions, one bad, and one good. The first is that publishers should sell dealers on consignment with privilege of returning unsold copies. That is bad business and unnecessary if books received as much intelligent promotion as other commodities. But the other suggestion is to utilize the education of the great number of college women scattered over the country. Something like that could ultimately be developed. Attached to every bookstore should be some one sufficiently acquainted with books to do for that store what many librarians are doing for their libraries, and by means of talks, window displays, bulletin boards and other devices, bring the books that are for sale into closer contact with the lives of the people.

At present bookstores are as listless, uninviting and perfunctory as were cigar stores before the chains took hold and revolutionized the retailing of cigars, cigarettes and tobacco. Can you imagine going into one of the chain cigar stores and asking for a mild Havana wrapper, with domestic filler, perfecto shape, for about 15 cents, and not getting it, and instantly? Can you imagine going into any bookstore and asking for a book of adventure, with lots of action, but with good dialogue and character drawing, and getting it? We must have bookstores where the sales people know books at least as well as the cigar store salesmen know cigars.

Why should there be a specialized service for smokers and none for readers? Why should millions be spent to advertise smoking and hundreds to advertise reading? Why should the American Tobacco Company pay 10% per cent on



**FONDA-
HAUPT
CO. INC.**
Advertising
**286 FIFTH AVE
NEW YORK**

*New England
Representative*
LEON P. DUTCH
99 Chauncy St
Boston

Are You Planning a Celebration?

If so, let us slip you a tip. You want it to be a success. That goes without saying. A little consideration will convince you that you cannot make a holiday unless you call in the holiday makers. These holiday makers, from the man that peddles the toy balloons to the ones that operate big, handsome merry-go-rounds, from aviators and decorators to orators and musicians, all read *The Billboard*. A two-dollar ad in *The Billboard* will summon them.

THE BILLBOARD

Member A. B. C.

1493 Broadway
New York

35 S. Dearborn St.
Chicago

Announcement

The Gotham Advertising Company announces that it has absorbed the business of the

Vedder Overseas Service

Successors to

The Johnston Overseas Service

This consolidation will enable the Gotham Advertising Company to offer to American manufacturers increased advantages and facilities in the development of their export sales and advertising campaigns.

Gotham Advertising Co.

Incorporated 1908

114 Liberty Street

New York City

\$182,760,000, and some publishers be unable to pay their paper bills? Why is more attention paid to furniture for the body than to furniture for the mind? Man is not born with the tobacco habit, or the gum habit, or the safety razor habit. Why should it be assumed that he is born with the book habit? We are all a bundle of acquired tastes, artificial habits, a great many of which have been taught us by advertising. There is no real reason why the reading habit cannot be taught to the country by advertising, if the campaign is large enough and intelligent enough and persistent enough.

And if the publishers should get together and do this thing, they would be twice blessed—by the financial profit from a larger and more certain book market, and the satisfaction of having accomplished a public spirited and desirable thing. For it is agreed by thoughtful men from the earliest times down to now that the reading of books is a good habit.

Kayser Adds "Rolette," a Summer Stocking

Julius Kayser & Co., New York, manufacturers of silk underwear, silk gloves and silk hosiery, are using newspaper advertising to introduce the latest addition to their silk hosiery line, "Rolette," a knee-length silk stocking with elastic bands in the shirred tops to hold them in place.

Copy is running in a number of newspapers throughout the country which is made characteristic by the query "Why roll your own?" The company says: "Not only are 'Rolettes' novel and smart, but cool, economical and comfortable as well. Smart, too, with any bathing costume."

Pulp Manufacturers' Association Reorganizes

The Pulp Manufacturers Association has been reorganized and taken under the wing of the American Paper and Pulp Association for the time being. O. M. Porter, assistant secretary of the American Paper and Pulp Association, has become secretary of the Pulp Manufacturers Association and will coordinate its work with that of the Woodlands Section of the American Paper and Pulp Association, of which he is also secretary.

Harry Slep, founder and president of the Altoona, Pa., *Mirror*, died in Altoona on June 16.

Things Are Humming Again In Birmingham

THE payrolls are up to normal. Practically all labor is employed. The labor agents are scouting in other sections for additional skilled workmen. The blast furnaces are lighted. The steel mills are operating day and night. The coal and ore mines are busy. The outlook is the brightest Birmingham has known in years.

ONE hundred thousand tons more coal was mined in the immediate Birmingham district in May than in January. Eleven more blast furnaces are in operation than in January. Thirty thousand tons more steel was produced in May than in January. More than 100,000 tons of surplus pig iron, accumulated in the yards, has been disposed of in the last sixty days. Furnaces today have orders booked for all the pig iron they can make between now and October.

EVERY line of business is feeling the impetus. This is the time to cash in on the famous Birmingham payrolls, and there is but one way.

The Birmingham News

The South's Greatest Newspaper

Dominates in Alabama

Dominates in Circulation — Dominates in Advertising

Dominates in Influence!

Average Net Paid Circulation for May, 1922

DAILY

65,293

SUNDAY

71,510

A Gain of 9,583 Over May, 1921

A Gain of 12,661 Over May, 1921

Marbridge Bldg.
New York

KELLY-SMITH CO.

Lytton Bldg.
Chicago

Foreign Representatives

SOMEWHERE in the United States there is a man about thirty years old. He has been a successful salesman and has worked his way up to the position of sales manager and he has made good at that job.

He is now ready to come from this small company in a restricted field to the largest company of its kind in the country.

This company handles a line of nationally known and nationally sold food products. It can use this young man in an assistant sales managing capacity.

If you are the right man, tell us all about yourself, experience, education, etc., etc. Write in detail and if possible send photo.

"A. H.," Box 100, care of Printers' Ink.

Selling Product and Dealer's Service to Consumer

(Continued from page 6)

and make the sale through the plumber, but it authorizes the plumber to extend the services of the company's designing department to the consumer. Moreover, it supplies the plumber with literature, bearing his imprint, and invites him to bring his customer to the company's showrooms.

"We will co-operate with you," says the Mott company to the plumber in its direct-mail literature, "in sending catalogues to parties interested in new plumbing fixtures. Send us their names and addresses and tell us if high-grade, moderate cost or inexpensive fixtures are wanted."

An extensive line of printed matter is issued by the company, all of which is distributed to jobbers, general contractors and plumbing and heating dealers, and mailed direct to prospects for the dealer.

The general catalogue, entitled "Modern Plumbing," contains 122 pages, profusely illustrated with color engravings. This catalogue is also printed in forty-eight page size for more general distribution. For still wider circulation an envelope-size folder of eight pages, with cuts in full color, shows the more popular "model bathrooms" and fixtures.

Quite an important feature of the company's service both to architects, general contractors and plumbers is its advertising campaign in publications going to hospitals. One illustration shows a reproduction of a large blueprint for operating and douche rooms with the location of all fixtures indicated, such as irrigation table, babies' bath, chemical and clinic sinks, surgeon's lavatory, instrument sinks and control table. Laid upon the blueprint are the typewritten specifications and a portfolio of fixture illustrations. Under the caption, "Mott Expert Service," the copy says:

"In these days of the 'special-

ist' there is no field where expert advice and co-operation are more essential than in the construction and equipment of the modern hospital.

"Architects and hospital superintendents have been quick to appreciate the value of expert service.

"Detailed plans showing pipings, sizes, and the proper arrangement of the fixtures, are furnished upon request.

"Booklets of illustrations accompany the plans, together with specifications and description of the various fixtures. This expert service we offer at all times and without obligation."

The company offers this same service to industrial plants for lavatories and emergency aid stations, to public buildings, dentists, barbers and hairdressing establishments.

In such a comprehensive service campaign as the foregoing, where the manufacturer not only sells his product to the consumer, but his own service, and, when the dealer will co-operate, the dealer's service also, it is interesting to know what the dealer thinks about it and whether he is being helped or hurt.

There are about 25,000 plumbers in the United States. They are called "master plumbers" and sometimes do a jobbing business, sometimes a contracting business, and more often combine both. By "jobbing" business is meant small jobs, and not wholesaling. In addition to master plumbers, there are, in round numbers, 5,000 wholesale plumbers or supply houses. The manufacturer, except in localities where he maintains his own branch offices and warehouses, sells only to the supply houses.

The small plumber has been a backward member of the commercial family. Since he left school at an early age to learn a trade, he missed a number of educational advantages. The idea of going into business for himself came to him slowly and very painfully. He operated from his home at first and when he did open his own shop he did so in



BERRIEN COMPANY

INCORPORATED

19 W. 44th St., New York

Advertising

• Acker Merrill & Condit •

• Quincy Cigars •

• Bates Hats •

• Corporation Trust Co. •

• Cresca Delicacies •

PRINTCRAFT PRESS

The man who buys from the lowest bidder must be content with indifferent printing and much annoyance.

*A ring brings a principal,
with no obligation*

213 W. 40th St., New York
Near Times Square BRYant 0131

Sell to ST. LOUIS

And Its Famous
150-Mile Radius

Globe-Democrat

Largest Daily Circulation
of Any St. Louis Newspaper

The Chance of a Life Time for Two REAL Advertising SALESMEN

"Four years' time and considerable money have been invested in firmly establishing and seasoning the circulation of a National Publication, which is now ready for vigorous advertising exploitation.

The story of the market represented by this publication's subscribers and the exceptional strength of its appeal to them is one that will arouse the enthusiasm of any salesman acquainted with comparative advertising values.

We want two men of seasoned advertising and merchandising experience, energized by the type of salesmanship that can present this story effectively to agencies and large national advertisers.

One of these men will represent the publication in New York, the other in Chicago. In time they will be expected to expand their operations to the point where they will employ other salesmen, and manage the advertising for the publication in their respective fields.

The preferred arrangement for compensation will be a sensible drawing account against commissions. The men we are seeking would hardly want to work on a flat salary.

Interviews will be held in New York and Chicago.

If you are sincerely interested in securing one of these positions it is necessary that you make your first letter complete. Give all the facts about your present and past connections with the full assurance from us that whatever you say will be held in the strictest confidence.

Address "Z. A."

Box 103, Care of Printers' Ink

order to get the litter out of his home. Having a shop did not mean that it was a store, for it was closed most of the time. It was just a place to keep tools, supplies, and a few fixtures while the plumber was out on a job.

There are today many flourishing retail plumbing establishments in the United States—far more than there would be were it not for such progressive institutions as Mott, Standard, Crane and others, which have developed a market, created a demand and dignified the plumber's place by means of national advertising. Through such service as is offered by The J. L. Mott Iron Works, and described in this article, plumbers are beginning to take their place as effective retail distributors of modern fixtures and as reliable sources of advice upon improved methods.

A movement that has played no small part in helping the plumber to a better appreciation of his opportunities and has shown him how to take advantage of them, is the National Trade Extension Bureau of the Plumbing and Heating Industries. The work of this bureau is so intimately related to the promotional work of individual manufacturers that a brief reference to it will help toward a full understanding of what is being done for the retailer in a field where almost nothing was done a few years ago.

It is not possible for the local plumber to study the needs of tomorrow in all the fields of his trade and create new sources of business.

Through the National Trade Extension Bureau of the Plumbing and Heating Industries, which organization, now three years old, unites all interests in the field: manufacturer, jobber, general contractor, plumbing and heating dealer, the local plumber has been helped to an appreciation of the value of co-operation with manufacturer and jobber.

The bureau came into existence because a number of manufacturers and jobbers realized that little progress was possible to them unless the master plumber

"The Oregon Trail"

"WHISPERING" THOMPSON

they called him. Long before distant road dust clouds heralded his approach, the scattered settlers could hear him yelling at his lead horse:

"Nig! You double damned black devil. Shake a Laig! S-H-A-K-E a Laig!" An hour later the stage would lumber by, its driver still "whispering" to his lathered four.

What changes half a century has wrought! Now MORE THAN A MILLION people live in the Oregon country—300,000 in PORTLAND alone, and Portland has come to be:

The World's Largest Lumbering Manufacturing City

America's Second Largest Wool Center

America's Second Largest Wheat Exporting Seaport

The West Coast's Largest Meat Packing and Livestock Center

It is a RICH market that our merchandising bureau will help you enter—TO YOUR PROFIT. Write today for data.

Eastern Representatives

BENJAMIN & KENTNOR

Mallers Bldg., Chicago

225 Fifth Ave., New York

Coast Representatives

M. C. MOGENSEN & CO.

Examiner Bldg., San Francisco

Title Insurance Bldg., Los Angeles

Securities Bldg., Seattle

Portland, Oregon

OREGON'S

Largest Afternoon Newspaper

Oregon Journal

DAILY AND SUNDAY



26 Years of Advertising Progress in London, England

WHEN the Samson Clark Agency began its career in 1896 it was essentially a "one-man show" occupying two small attics.

But the spirit of progress was there. This Agency is now one of London's leading Service Agencies, and is almost unique in its completeness of service. It controls its own studios, photo-engraving plant, letter-press and facsimile printing plants, and automobile contact and delivery services.

This Agency will shortly take possession of the seven-story building (remember, this is London) illustrated below; a building especially designed to house the various departments of the Samson Clark Service. The location of this building is within a stone's throw of the original two attics.

Mr. Samson Clark, the founder, is still the Managing Director. The organization now comprises well over one hundred men and women, and the accounts include some of London's largest department stores, a nationally advertised automobile, a motor oil, a dentifrice, an automatic piano and the largest catering concern in Europe. It has correspondents all over the Empire.



Mr. Oliver Clark, the son of the Managing Director, spent a year and a half in New York and the Middle West in 1919-1920, studying advertising from the American standpoint.

He is now in New York for a short time, after attending the Milwaukee Convention, and returns to Europe on June 28. If you, or any of your clients, are considering the European market he will be glad to consult with you with a view to the possible co-operation of this essentially British Agency. He may be reached at the New York office of PRINTERS' INK.

Samson Clark & Co., LTD.

The Samson Clark Building

London, W1

England

and steam-fitter could be interested to help. Therefore the trade associations to which the manufacturer and jobber belonged made overtures to the National Association of Master Plumbers and the Heating and Piping Contractors' National Association, and the National Trade Extension Bureau came into being. Membership in the bureau is by voluntary subscription, \$100 being the minimum annual subscription. A few of the larger manufacturers subscribe \$10,000 or more a year, and the two associations of plumbers and heating contractors pay a dollar a year for each of their members.

The bureau issues a monthly service bulletin, a good-looking magazine of sixteen pages with cover design in colors. Each month this bulletin is filled with suggestions for the plumber. There are practical ideas for window displays, a series of newspaper advertisements for local use and samples of sales letters. A number of motion-picture slides are offered. Campaigns are suggested, like "A Bath in Every Home," "A Bath a Day," "Running Water on the Farm," and others.

The bureau maintains a "Live Wire Club" consisting of a list of dealers, corrected and added to bi-monthly, who have pledged themselves to follow up all prospects sent them by manufacturers and jobbers. Teaching the dealer methods of determining costs, estimating, contracting and accounting is also a part of the bureau's work.

While the bureau has therefore done splendid work in making the plumber and heating contractor a better business man and a more capable salesman, he is still dependent to a very large extent upon the manufacturer for the creation of new business. It is the manufacturer of plumbing fixtures who studies the needs of the doctor, the dentist, the hospital, the office building, industrial plant and the home, and anticipates the requirements of tomorrow. Few of us stop to realize what the bathroom or kitchen of

General Sales Manager SEEKS WIDER OPPORTUNITY

Having reached what seems to be the limit in my present connection, I am anxious to move onward. Ten years with present employer. Have directed sales and placed \$1,419,700 profitably in magazine, street car, outdoor and trade journal advertising. Also supervised window displays, store demonstrations, booklets, house organs, sales promotional correspondence, etc.

Prior connection was general manager of a large company with 39 chain stores. Fifteen years' active experience. Age 37. College man. Married. Well known in Chicago and other cities.

Am earning a large salary, but am more interested in a better opportunity.

Address

"L. X.," Box 102, Care of
Printers' Ink

Sales, Promotion and Advertising Manager

We know a man, now employed, who seeks a larger opportunity. He is particularly well fitted to direct a national proposition in which the products are sold in either drug, grocery, men's wear or women's wear stores. Knows how to discover, develop and sustain the central force unique to a product or a project—this not simply by means of standard advertising media, but to a large extent by his personal influence on the selling organization. We should be glad to bring an advertiser of large calibre and this man together, for we know we should be doing a service to both.

Franklin P. Shumway Co.

453 Washington St.,
Boston, Mass.

Think Twice About Yourself Before You Answer

A good, big job now; a better one within reach, interesting work and plenty of it, good money and a young, progressive organization await some man who has—the gift of saying a thing in writing clearly, simply and neatly, who knows how to visualize on paper the utility of commonplace articles in general everyday use and who has COMMON SENSE. That is all.

Yet, I have sought that man earnestly for more than a year—without success. I now am convinced his kind is rare, but I am as strongly convinced that he exists and am determined to find him.

It is a hard job. It demands more than high-powered salesmanship of self; more than clothes, more than talk. It is a job for a producer only—a man who likes to pull off his coat and dig when need be—a thorough, conscientious, reliable man who can follow simple instructions and take nothing for granted.

I haven't used the word copy because the job demands more than the ability to write. The man I want must prove himself to be a thorough copy man and in addition be able to look at the copy of others with eyes wide open and head thinking straight. I want an advertising copy writer—plus.

I am busy and tired of experimenting. You should know after reading this far whether you are the man I want. If you are, answer fully, giving a complete history of your experience and your education, a sketch of yourself, your age and present salary and send if possible a photograph of yourself and examples of your ability to sell goods on paper. Strictly confidential.

The opening is in Chicago.

Address "M. C." Box 105, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

twenty years ago looked like.

The J. L. Mott Iron Works was founded at Mott Haven, New York City, in 1828. That was ninety-four years ago. On November 15, 1881, there appeared the first trade-paper advertisement of the company containing an illustration of a complete bathroom. All the fixtures were encased in wood. The bathtub had a built-in framework of wood and was lined with zinc or copper. The washstand and water-closet were likewise encased in wood. The water tank of the closet was near the ceiling and a top and splash piece of marble made the washstand a thing of beauty.

The copper-lined wooden bathtub has disappeared except in the older residences. It was followed by the cast-iron tub, and this in time was succeeded by the porcelain enameled inside tub with wood frame. Then came the heavy porcelain tub and the popular and inexpensive tub of the present—inside enameled tubs of the open type set on four feet or built in, and made with the roll rim in place of the wood rim. And as the latest development there is the one-piece, enameled-all-over and vitreous china tub setting close to the floor.

Kitchen sinks and lavatories have also changed their appearance during the last twenty years. The marble washstand has given place to the one-piece enameled iron fixture, and the vitreous china pedestal types of today. Compare the kitchen sink of 1900 with the Mott "Burnside," featured in a current magazine advertisement. A photograph shows an enameled iron sink with integral wall apron, right and left drain boards and back, concealed wall hanger, waste strainer and coupling and compression faucets and china name-plates. The bowl of the sink is filled with dishes, mother and two little tots stand about preparing to "wash up." The title of the illustration is "Wall Hung Sinks." Beneath the picture the caption of the advertisement is "Without Legs," and the copy says:



American Advertising Agents

Supreme Court of Advertising

Studious attention is invited to two important decisions rendered by this Full Bench in the cases of Markets and Mediums in 1921.

1. *Greater Boston Market merits first consideration by National Advertisers.*
2. *Boston Herald-Traveler furnishes contact with most desirable group of Newspaper Readers in Greater Boston Markets.*

These decisions were rendered in this form:

ADVERTISING AGENTS PLACED MORE NATIONAL ADVERTISING IN THE BOSTON HERALD-TRAVELER THAN IN ANY OTHER DAILY NEWSPAPER DURING THE YEAR 1921.

**The Precedents of 1921 are guiding the judgments of 1922 thus:
INCREASED VOLUME OF NATIONAL ADVERTISING
IN BOSTON NEWSPAPERS IN 1922.**

Continued Preference Accorded
The Herald-Traveler

Are You Getting Your Share of Business in New England?

Look over your sales chart and see what percentage of your total business is coming from the New England territory. Do the figures justify themselves? Are you getting your share of business out of this important territory?

Worked properly and consistently, the New England market is profitable.

New England is a rich, closely knit section, easy for your salesmen to cover. Its workers and farmers are consistent producers as well as consistent buyers. Dealers and consumers are most receptive to advertising.

Put your product up to the New England market this summer and watch your sales for that territory increase in proportion.

Use the fifteen home daily newspapers that cover the New England market thoroughly and at a comparatively low cost.

NEW BEDFORD, MASS. STANDARD & MERCURY
Daily Circulation 28,555 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,023 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 56,055 A. B. C.
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 73,444
Population 179,734, with suburbs 350,500

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,824 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 32,537 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,640 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 25,424 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,889 A. B. C.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 28,649 A. B. C.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation now 10,589
Population 41,013, with suburbs 110,000

LOWELL, MASS. COURIER-CITIZEN LEADER
Daily Circulation 20,419 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM
Daily Cir. 15,504 A. B. C.—2c copy
Population 99,198, with suburbs 125,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

"Authorities may differ in regard to the exact height, but there is no question as to the advantages of the sink without legs where height is entirely optional. The unobstructed floor has an irresistible appeal. It is in line with modern ideas. The wall-hung sink is entirely practicable and it has come to stay.

"Of course, adjustable legs are furnished if desired, but Mott Enameled Iron Kitchen Sinks of all sizes are designed to hang on any type of wall with absolute security and without legs.

"The same high quality and moderate prices that characterize Mott bathroom equipment are evident in Mott kitchen sinks. Write for full description and prices."

Thus the manufacturer by his advertising anticipates the consumer's needs and creates new business for the plumber. The wall-hung sink requires no cutting or patching in the kitchen floor covering and is a distinct advance over sinks with legs.

In its business-paper campaign the Mott company uses full pages to announce new fixtures and accessories, such as the "Everite" closet seat, Leonard Thermostatic Mixing Valve, and so forth. Each advertisement contains a full list of the company's branch offices and showrooms. Showrooms equipped with model bathrooms are indicated.

An examination of the advertising activities of The J. L. Mott Iron Works fully answers the question asked at the outset: The traffic bears every ounce of service put upon it. In other words, there is no limit to the amount of service which the company renders to consumer and dealer regardless of the size of the order or whether the consumer prefers to deal direct or through the dealer. In no way does the plumber lose. He is the beneficiary, take it every way it goes.

Charles Henry Keach, for twenty-eight years business manager of the Waterbury, Conn., *American*, died in Danielson, Conn., on June 16.

Maine's Biggest Crop!

Forty Million Dollars

(estimated by Maine Central Railroad) spent in Maine annually by vacationists.

PORTLAND is the Gateway to Maine Resorts and is itself a Summer Resort of importance.

**Summer Advertising
PAYS! in the**

Portland Express

AND

Sunday Telegram

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*



A Revolution in Printing Methods!

Displacement of the human press feeder means lower cost in printing—means increased production—increased income for the printer.

LEIMAN BROS.

Rotary Positive, High Pressure

Blowers and Vacuum Pumps

furnish most of the prominent automatic press; ruler, folder, mailer and addresser feeders with the very spark of life. Examine that feeder you intend to get—see that the air pump is the one that "takes up its own wear."

ALSO USED FOR AGITATING
ELECTROTYPE SOLUTIONS

LEIMAN BROS. RFS-81 WALKER ST.
NEW YORK

Makers of Good Machinery for 35 years

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.
Atlanta Office: 1004 Candler Building,
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

London Office: 233 High Holborn,
W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre,
JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line. Minimum order \$2.75.

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D. M. Hubbard
London: Thomas Russell

NEW YORK, JUNE 22, 1922

Trade- Marking Plus Boosting

The vice-president of a shoe manufacturing company has made a remark which should be brought before manufacturers who do not now advertise. "When we broke away from tradition in our industry," he said, "put out a new trade-marked advertised product and put every ounce of energy we had behind this new staple, we found that the idea was catching on. But in addition to the direct advertising results which we could trace, our biggest asset has been the fact that friends told other friends about our new product. In the days before we advertised this would have been impossible. People can't boost things they don't know the name of."

An elementary remark about advertising, true enough, and yet how often in talking about the fine points of advertising do we forget this perfectly obvious fact—that "people can't boost things they don't know the name of?"

A woman buys a new toothbrush in Portland, Me. A month or so later she finds herself in Minneapolis, and wants a new toothbrush. As a result of advertising, the name of the satisfactory product has been impressed upon her mind. She can go into the first drug store she sees and get the same toothbrush. She can tell her friends about it and often does. If she doesn't know the name she can't either praise it or knock it. An unknown, unbranded piece of merchandise can have neither friends nor enemies, and as will be remembered, Dante gave the lowest place in his Inferno to people who did nothing either good or bad, but just existed.

The manufacturer who believes in what he has, will want to put a name on his product, and then tell all possible buyers about what he has and why he thinks they will like it. If they do like it they will give tongue to their commendation and, like the shoe manufacturer, he will find a host of friends in all walks of life who, judged by the results they produce, should actually be on his payroll.

Lessons in Head Lines

The advertising copy writer still has much to learn from the editorial head-line writer.

This is a point that has often been made, but one that is worth repeating every time a new case arises.

Just this morning we ran across such a head-line that is packed full of suggestiveness. It is: "Crop That Meets a Ninety-Day Note." It is used as a title to an article in the *Country Gentleman*. The crop in question is buckwheat. This cereal is ready for market within ninety days after it is planted.

The title is good because in the

short space of seven words it tells the whole story. In addition it inferentially draws a conclusion and points a moral. Farmers are not able to raise most of their crops in such a short period. It takes several years to bring fruit trees into bearing. It requires up to two or three years to get livestock ready for the market. Even most of the small crops cannot be raised and sold in less than five or six months. It is this fact that causes our agricultural credit problem and has precipitated the movement for longer rural credits. Our banking system is largely built on ninety-day loans. A ninety-day loan is of little use to a farmer.

To this rule buckwheat is apparently an exception. "It is the only crop," said a New England bank president to J. Sidney Cates, writer of the article in question, "which can be financed, from planting to selling, on a ninety-day loan." It can, therefore, be imagined how that title will interest the farmer. It strikes directly at one of his most vital problems.

Checking the Predatory Price-Cutter

One of our readers is puzzled over what seems to him an inconsistency between the attitude of the Supreme Court on the subject of price maintenance and the doctrine advanced by Harry D. Nims in last week's **PRINTERS' INK**. Why is it to be supposed, he asks, that the courts may be persuaded to establish a rule of law against predatory price-cutting, when the Supreme Court has repeatedly condemned price-maintenance schemes which were adopted with the same end in view?

The Supreme Court's attitude, however, is this: that no general merchandising method can be permitted to check or restrain competition. It has condemned price-maintenance schemes because, in the judgment of the Court, they had this effect. And it is upon the very same principle that the doctrine advanced by Mr. Nims rests. If a price-maintenance system is illegal when it restrains

competition, so is the act of price-cutting when it does the same thing. The doctrines, instead of being inconsistent, are thoroughly in harmony; as a matter of fact they are practically the same thing.

The Supreme Court has never said that price-cutting was always a benefit; especially has it never said that a business man had the right to injure his competitors and deceive the public by this method. What it has said repeatedly is that *no* business man has the right to do those things, either by price-cutting, or by a system of preventing price-cutting, or by any other method. There is no reason to doubt that the Supreme Court itself would be as prompt to restrain a system of price-cutting which destroyed competition as it has been to enjoin merchandising schemes with the opposite end in view.

Hooper's Faith in Advertising

In the death of H. E. Hooper, head of The Encyclopaedia Britannica, the country has lost one of its most spectacular advertisers. Mr. Hooper introduced massive and intensive advertising into the selling of encyclopedias.

Coming up from the field of personal salesmanship, it is significant that Mr. Hooper should have had such indomitable faith in advertising. As a rule the man who is trained in the office-to-office, hammer-and-tongs school of selling does not believe that people can be sold *en masse*. Unless there is physical encounter between the buyer and the seller, he does not believe a sale can be made. To this rule, Mr. Hooper was a shining exception. Experience showed him that through advertising thousands of persons can be sold simultaneously.

Mr. Hooper introduced American book selling methods into England. There, too, he violated all the traditions by using advertising on a truly magnificent scale to put over his books.

That low prices were a potent influence in piling up large sales was one of Mr. Hooper's funda-

mental business tenets. Some of his executives used to argue with him that his books could just as easily be sold for vastly more money. On one occasion one of his managers in England was using this argument. In reply Mr. Hooper asked him how much money he spent for taxi fares the previous week. The amount was very large. "The only reason you spent so much," rejoindered Mr. Hooper, "is because the fares here in London are so low. The same principle applies in the selling of books."

The Dull Season Superstition

How much of the proverbial "mid-summer dullness" is really due to conditions, and how much to a mere habit of mind—in plain terms, a superstition—has never been clearly demonstrated. In many isolated instances manufacturers have been successful in demonstrating that their goods can be sold as readily in July as in February, but for the most part they are still regarded as the exceptions which prove the rule. There is one shoe manufacturer, for example, who has had conspicuous success with "between-season" styles—new and smart merchandise especially designed for the normally clearance-sale periods of July and August, and which is salable at full prices. His example has been timidly followed here and there, and doubtless will be followed by others as time goes on. But it will take a long time to lay the superstition that the summer months must of necessity be dull.

The difficulty lies, of course, in the fact that selling campaigns must be planned in advance. The manufacturer must take thought in December or January as to what he will be doing in August. Then he is obsessed with the belief that business is bound to be slack when August rolls around. In August he may concede that he could sell the goods if he had them, or if he had planned for aggressive selling. This is a condition which will take time to remedy, but the volume of "vacation selling" which

is being done this year is a good omen for the future.

The Sampler of Toothpastes Hears about Brushes

The Pepsodent Company, in following up requests for samples of its product, Pepsodent toothpaste, is sending with its letter of acknowledgment a circular on "The Ideal Brush to Use." This circular on one side is signed by The Decoater Company, Chicago. The Decoater Company in reason-why copy sets forth arguments for the "The Decoater" toothbrush that are based upon the selling arguments of the Pepsodent Company for its product.

The circular also contains a statement signed by the Pepsodent Company. This statement reads:

"We enclose this slip because 'The Decoater' is the best brush known to-day. The best dental opinion, the world over, agrees on this type of brush. And dental associations are working for its adoption.

"Pepsodent combats the film, also the starch deposits. Then this brush forms the best way to remove them. These two factors—Pepsodent and 'The Decoater'—offer you the utmost in modern dental hygiene.

"We believe that most druggists now handle 'The Decoater.' If yours does not, we urge that you send to the makers for it. See address on other side."

An Appeal for Help

HAZARD ADVERTISING CORPORATION

NEW YORK, June 16, 1922.

Editor of PRINTERS' INK:

Has an attempt ever been made to popularize or rather standardize the abbreviation for "advertisement" so commonly used.

In general conversation "Ad" is frequently employed, but it seems to us that until it has become an accepted term that it will lack the dignity that it should enjoy.

Advertisement is a long word and frequently mispronounced, and unless some steps have already been taken for the adoption of its abbreviation, it seems to us that it would be a move in the right direction and should be in line with your policy of promoting the interests of the profession.

HAZARD ADVERTISING CORPORATION

C. H. HAZARD,
President

A. M. Orme with Gearhart Company

A. M. Orme, recently vice-president of the Albert P. Hill Co., Inc., advertising agency, Pittsburgh, has joined the Gearhart Knitting Machine Co., Clearfield, Pa.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
(*Fatima, Chesterfield and
Piedmont Cigarettes*)
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

NOTE: In accordance with its policy of concentration, this agency does not permit the initial study and development of service on a new account to be interrupted by the acceptance of a still newer

one. For this reason, although the fourth of the above accounts was accepted last January, a considerable period must still elapse before business can be placed for a fifth client.

(Probably until next Jan.)

REAL OPPORTUNITY ON PACIFIC COAST

awaits the right man

HERE is a rare opportunity for a man living in California, or desirous of locating there, who can prove **WITHOUT QUESTION** his ability as a salesman of high-grade publication space. Exceptional man only desired. Unless you can prove, from your present and past record, that you are a super-salesman or at least that you are far above the average, with a record of the last five years that "speaks for itself," you are not the man for us.

PROVE, however, that you measure up to the above standard, and we will tell you in detail about the publishing-advertising opportunity on the Pacific Coast today.

Write confidentially and fully. Prompt interview if your first letter justifies it. Address "Publisher," Box XYZ, care of Printers' Ink.

EXECUTIVE CORRESPONDENT

trained in the principles of merchandising—familiar with the diplomatic application of these principles to correspondence, desired to organize and supervise a correspondent's division in our Service Department.

Technical, automotive knowledge not essential for man of sufficient executive ability.

Write, stating education, training and experience that qualify you for the above position.

State salary expected.

Address your letter to "S.N.," Box 91, care of Printers' Ink. Do not address the company.

Franklin Automobile Co.
Syracuse, N. Y.

What Makes These Advertisers Successful?

The R. J. Reynolds Tobacco Company, manufacturer of Camel Cigarettes, made \$2,000,000 profit in 1914. In 1921 its statement shows a profit of \$16,000,000. I don't say that poster advertising was entirely responsible for this increase. I simply say that poster advertising played a substantial part.

Since 1914 the business of the Palmolive Company has increased ten times over. This also is proved by their financial statement.

From this same standpoint, think of Wm. Wrigley, Jr., starting with a small advertising campaign in one city. He reached out for the national market. Today I suppose you could buy Spearmint in any and every town in this country.

Think of Lever Brothers and what they have done with Lux. A few years ago who would have dreamed that any such thing was possible, and yet it has been done through the help of national advertising.

Now, let's look at the other side of it for just a moment. Do you remember Pyle's Pearline? Once it was the most popular washing powder in America. In 1907 Pyle's Pearline stopped advertising. They didn't have to advertise. Advertising was no longer necessary. Pearline was a fine product and everybody knew about it. In the year of 1914 Procter & Gamble bought Pyle's Pearline at their own figure to save it from bankruptcy. It took just seven years for the public to forget all about Pyle's Pearline.

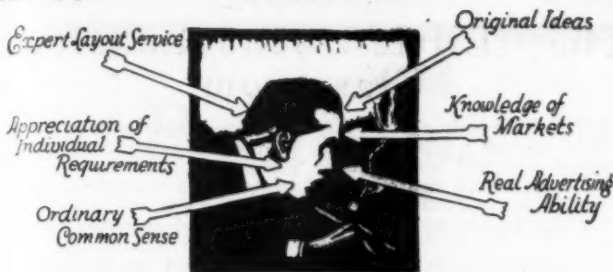
So it seems to me that these stories prove the fact that there are three essentials to lasting national success. Each one of the three plays a very important role, and if there is one lacking, or any defect in one of the three, the chances are much less.

The first essential is *good goods*. I mean, not only manufacturing good goods to start with. The quality must never vary in the slightest degree.

The second is a *good selling organization*.

The third essential is *good advertising*. Advertising which will do the same thing to the consumer that the salesman has already done to the dealer. Advertising which not only makes your product known to the consumer, but makes the consumer believe in your product and want to use it. It makes the consumer go right in and plunk down his money to buy your commodity.—From an address by S. N. Holliday, of C. B. Lovell Poster Advertising Co., before the Poster Advertising Departmental of the Milwaukee Convention of the Associated Advertising Clubs of the World.

George W. MacBride Company, manufacturer of Ford specialties, including the Mack transmission band and Mack transmission lining, has placed its account with the O'Connell-Ingalls Advertising Agency, Boston.



What my clients expect-and get!

I make rough visualizations or layouts which forcefully interpret ideas. I create advertising ideas, or develop yours, in rough sketch form, reflecting unusual style, originality and selling appeal. Many large national advertisers have used my services for developing a Complete Advertising Campaign, a Booklet, a Catalog,

or even a Trademark—and at terms that were always pleasant.

If you like, I can advise you on the purchase of finished drawings, copy, engravings, and can supervise the printing—often at a substantial saving in cost.

Send for "Treating 'em Rough" which gives a rather rough idea of how I may serve you. Or better still, ask me to call.

DAVID B. HILLS ~ Advertising Visualization
SUITE 2403, GRAND CENTRAL TERMINAL, NEW YORK Tel. Vanderbilt 8673



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL

The Little Schoolmaster's Classroom

WHILE riding on a street car in Chicago a friend of the Schoolmaster's had his attention attracted by a little miss of three or so insistently demanding that her mother get her some of "that gum."

She was pointing to a car card advertising Wrigley's Spearmint. She couldn't read the words, of course, but recognized the package.

And still there are people who apparently do not know of the effect of advertising on children—and others who underestimate what pictures can do in a selling way.

Mr. Wrigley says one of the biggest objects of his advertising, now that so many people are chewing gum, is to keep reminding people that they had bought the gum previously and liked it. The Schoolmaster is glad to pass along to him this little instance of how well his theory works out with the younger generation—even those so young that they cannot read words but to whom pictures speak in the universal language.

* * *

"I have found," a certain advertising manager said to the Schoolmaster, "that I did not secure the sympathy, the collaboration of my people until I began to strike out along entirely new trails. Not that they did not appreciate advertising. But my department was looked upon primarily as a place where copy was written and pictures drawn, plates and electrotypes ordered and labels drawn up when a new product was launched. For some reason, I could never make my folks see that advertising men look further than paper and ink and art and the visual side of advertising.

"Then I resolved to show them. And I soon found that far more intimate contact can be achieved. The route was not complicated. It meant only extra thinking and extra effort, generally outside of the usual routine houses.

"One of my first ideas was to

keep a monthly record of the advertising of every competitor in our line. I made up, once every four weeks, a comprehensive portfolio in which was included the magazine and newspaper advertising of our business opponents. When I could lay my hands on other departments of the advertising, such as street-car cards, posters, mailing pieces, etc., I did so.

"These monthly portfolios were as valuable to us as they were interesting to the executives. We knew where we stood at all times. We recognized the better selling arguments of the other fellows. We never repeated their stories.

"Beneath every piece of pasted-in copy we placed a typewritten résumé, a criticism, a comment of an analytical turn. It was noticeable from the very inception of the plan that our big men were interested. Here was a means of making plain to them what competitors were advertising and to what extent. The aggressiveness of others was made into a moving panorama. Where we were spending modestly, our competitors were often spending twice and three times as much. The monthly record proved it.

"I do not think the average big executive appreciates the full value of advertising until he is face to face with the advertising of his competitors. He can secure no adequate representation of it if he is left to his own devices. He does not see all of the magazines. He misses much. But when you paste the other firm's advertising in a complete portfolio and show it to him in bulk, for a month, he begins to do some serious thinking.

"At all times we have access to the volume of advertising conducted by all of our competitors. It makes a wonderful object lesson."

* * *

An interesting experiment is being made by The American

Products

The campaigns now running on the following products are all our work:

Bethlehem Spark Plugs

Black Flag

Dove Under-garments

Fox Motor Cars

Lupton Factory Sash

Martex Turkish Towels

Miss Saratoga Middy Blouses

Ohio-Tuec Vacuum Cleaners

Sacson Dresses

Traveler Tires

National Wall-Paper Mfr's Ass'n

We shall be glad to refer you to the manufacturers of these commodities and others.

J. H. CROSS CO.

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations
National Outdoor Advertising Bureau

\$10,000 Man Wanted for Agency

Qualifications:

- 1—Solid Business Man
- 2—"Idea" and Copy Ability

He has done high grade work to prove his caliber. Yet he avoids the thought of having "arrived."

He works hard himself. He thinks vigorously, clearly. He advises more than one kind of advertising—even if it doesn't pay a commission. He knows opportunities like this come once in a lifetime.

Please tell FULL details of business experience, including age, religion, nationality, present or last salary. Everything you say will be held in strictest confidence. Those whose first letters show the desired qualifications will be interviewed.

The possible salary and opportunity are commensurate with ability.

Address in mutual confidence
"President," New York City
Box No. 108, care of Printers' Ink

Opportunity for Account Executive

A proven record of ability to sell agency service will be given full recognition, but only one who has produced results will be considered.

The agency is well financed and already enjoys a satisfactory volume of business, placed in leading national media. Being now in a position to broaden its activities, this opportunity is created.

Address "C. H."
Box 109, Care Printers' Ink

Radiator Company in its advertising, and the appropriation is larger than ever before.

Previous campaigns have sought the accumulative-value atmosphere, the uniform tie-up, something in the physical arrangement of the display that would give a family resemblance to all pieces of copy.

But the latest American Radiator campaign makes no such demand upon itself. With hundreds of different pages being created, they are, for the most part, absolutely independent units, unrelated in art, in border schemes, in typography.

In other words, the advertiser has arrayed his strongest selling arguments, irrespective of a unified physical or basic-idea tie-up, and is constructing independent advertisements; often the copy is built to appeal to a specific class of readers in a certain magazine. There are campaigns within campaigns.

It is customary—almost a tradition in advertising—to employ a certain artist with a certain technique throughout one connected series. American Radiator copy is now illustrated by many different artists, each with a distinctive technique of his own.

The discussion continues over the wisdom of the "family" of advertisements, as opposed to unrelated units, with both adherents equally positive.

* * *

The coupon, properly keyed, can do more for an advertiser than enable him to make a list showing the "pulling power" of this or that medium. As proof of this statement the Schoolmaster submits the following quotation from a letter sent by a member of the Class:

"We recently placed some large advertisements containing coupons which were keyed in newspapers. Many people filled out the coupons, but failed to mention the town or city in which they resided. In many cases the key told us where the inquiry originated and acted for us as the address-giver."

General Manager WANTED

A well organized and established group of publishers of high class business papers is seeking a first class, aggressive, honest man to organize and manage a large, permanent circulation sales force.

This organization will have to do only with direct field sales—no mail sales. But it must be made permanent and so operated as to insure high class subscribers.

An \$8,000 to \$10,000 man is wanted.

Please give full details regarding yourself.

Address "W. M.," Box 101,
care of Printers' Ink.

\$1,500,000,000 ANNUALLY

goes through the tills of retail coal merchants, representing approximately 30 to 35% of all the coal mined in this country. Soon this proportion will reach 50%. A Reader-Buyer Field Worth Cultivating Intensively.

THE RETAIL COALMAN

1535 Menadnock Bldg., Chicago, Ill.

MEAT PACKING

The Nation's Greatest Industry
(as shown by U. S. Census figures)

Covered thoroughly each week by the recognized National Authority, **THE NATIONAL PROVISIONER**. Read by executives, operating heads, superintendents and purchasing agents—**THE MEN WHO CONTROL EXPENDITURES**.

Send for further particulars.

**THE
NATIONAL PROVISIONER**

407 S. Dearborn Street Chicago, Ill.

EVENING HERALD

**LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID ADVERTISING**

National,
Local Display
and Classified

Total for first three months of 1922

4,161,108 Lines

Representatives:

New York:	Chicago:
H. W. Maloney	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

TWO MAGAZINES FOR ADVERTISING MEN

NATIONAL ADVERTISING Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

POSTAGE Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

18 to 22 East 18, New York

Turns Customers' Summer Absence into an Asset

With many of their patrons preparing to leave the city for the summer, Scruggs-Vandervoort-Barney, St. Louis, bring to their customers' attention the fact that they are ready to serve them during their absence. It offers to do work that ordinarily would cause inconvenience if the customers were in town while it was being done. The department of interior decoration in newspaper advertising asks: "May we redecorate your home while you are away on your summer trip?"

"For years our department of interior decoration has rendered this service to our patrons. Only the most trustworthy and efficient workmen are employed that may be trusted with the keys to your home. Avoid the attendant discomfort of 'doing over the house' while living in it.

"Select your fabrics for curtains and upholstery and draperies—confer with us as to your personal taste and preference and enjoy your trip to full extent—knowing that a spic and span, artistic home will welcome you on your return. Our service includes the furnishing of Rugs, Draperies and Furniture, if desired."

With their customers' comfort and convenience again in mind, Scruggs-Vandervoort-Barney also offer to install radiator shields during the summer. They even promise to defer billing for such work until October 1.

**AVAILABLE
A MAN OF JUDGMENT**

and balance with initiative and pep, over 12 years' experience in successful sales work, actual selling, directing salesmen, handling sales promotion, managing office and who knows the theory of salesmanship and merchandising, seeks connection with progressive organization as salesmanager or assistant to general manager where there is an opportunity for a real future. Age 35. Moderate starting salary.

Address "J. A.," Box 104, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

Northern New England.

MASSACHUSETTS, MAINE
VERMONT, NEW HAMPSHIRE
POPULATION 5363000

for 25 years we have been building a plant and organization to dominate this territory in the **Outdoor Advertising** field. A complete, efficient service is now offered. This service meets **THE KIMBALL SYSTEM** on your requirements. *Made Office Lowell, Mass.*

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Linking the Kitchen Ice Box with the Parlor Piano

An Indianapolis advertiser, Wheelers, in its newspaper advertising lifts the humble ice box from its place in the kitchen by associating it in close relationship with the piano in the parlor. "Classmates" is what Wheelers calls them in its copy that shows the parlor grand piano and the kitchen grand, the refrigerator. "There is 'grand piano quality' clear through the Herrick Refrigerator—from the handsomely finished surface to the beautiful, sanitary lining. But beauty (though the first noticeable feature) is only incidental. More important are the saving in ice, the long keeping of foods, the great ease of cleaning—qualities due to the twenty-seven points of conscientious construction that make the Herrick truly 'The Kitchen Grand.'"

Catholic Association Advertises in Newspapers

The Associated Catholic Charities is using Chicago newspaper advertising in its campaign for funds to carry on its relief work. The copy pictures two little waifs with a legend underneath which asks "Suppose nobody cared?" and tells of the association's past achievements.



Y NARRATIVE
novelty, make the reader dwell on the words that sell. Let us apply the *Lure of Lore* in book-lecture or letterature, magazine or newspaper for you.

SAMSON SERVICE
Strength in Advertising
Continental Trust Bldg. Washington D.C.

DEALER HELPS

Wood—

Display Picture Frames
Panel Frames, Cabinets

Every dealer's store has five dimensions—window, counter, wall, floor, ceiling.

What would you give for the services of a man who can convince advertisers of what wood will do? Address "T. S.," Box 106, P. I.

40,000 Rated Restaurants
with a tremendous buying power—quantity business—worth going after.

THE AMERICAN RESTAURANT

The Magazine for Eating Places

can reach the best of them for you
Send for particulars, sample, etc.

First National Bank Bldg., CHICAGO

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.
Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

PETROLEUM AGE

Including PETROLEUM

The leading journal of the petroleum business in extent and character of circulation, and in editorial interest.

28 E. Jackson Blvd. Chicago

Eastern Office: 56 West 45th St., N. Y.

Semi-Monthly—Member A. B. C.

Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

"Standard Remedies"
(440 South Dearborn, Chicago)

Tell the Doctors through The American Journal of CLINICAL MEDICINE

4753 Ravenswood Ave. 17-W-4200 St
Chicago New York

S. De Witt Clough, Adv Mgr

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years.

The William Feather Company
605 Caxton Building, Cleveland, Ohio

GUIDE to business conditions, mine of information, and authority on advertising and sales methods. The Richey Data Service is kept up to date by monthly installments. The big men of business use it.

Write for free Bulletin

**THE RICHEY
DATA SERVICE**

P. O. Box 101, Indianapolis, Ind.

RDS

HUMOR

for Ads, House Organs, etc. Jingles, Jest, Take-Offs, Parodies, etc., written to order. Stunts for Conventions, etc. Cartoons and Caricatures made.

H. C. GRANT, 305 W. 52 St., N. Y.



**Howell
Cuts**

for house organs
direct mail and
other advertising

ask for proofs
Charles E. Howell, Fisk Building, New York

**Chicago
Representative
Seeks
New York Publication
COMMISSION BASIS ONLY**

For Interview Address

R. P. DEWES
507—5 Columbus Circle
New York

Tells Publishers to Use News in Book Advertising

In an address before the Publishers' Advertising Club, New York, on June 8, Dr. Clifford Smyth, of the New York Times "Book Review Magazine," urged publishers to break away from irrelevant superlative and comparative copy in advertising their books. He made reference to such statements as "the greatest novel unquestionably," "the best book that was ever written in this country," etc. He said: "Tell what the book is in a way that will arouse the interest—not the antagonism—of the reader who sees either the advertisement, the jacket, or the volume itself. Stimulate his curiosity, and you will do this if you keep the thought in mind that book news means emphasizing the vital thing in the book, not as it has to do with the moving, changing things in the news columns of the day, but in the great vital things in humanity. Play that up in your advertisement or on your jacket and you will have splendid and effective publicity."

D. B. Skinner Joins Chicago Agency Staff

Donald B. Skinner, formerly advertising manager for the Tobey Furniture Company, Chicago furniture manufacturer and dealer, has joined the staff of the J. Roland Kay Company, Chicago advertising agency. A. E. Schiebel, who has been with the sales staff of Wm. H. Freund Company, Chicago label manufacturer, has been made advertising manager of the Tobey Furniture Company.

B. H. Brunner Joins Investment Company

Bernard H. Brunner has joined the All American Investing Co., New York, as advertising manager. He was at one time advertising manager of Parsons & Whittemore, Inc., New York.

WANTED Photo-Engraving, Art and Copy Service Salesman

Long established photo-engraving house in Michigan, offering complete art, plate and advertising plan and copy service, has opening for young man, 25 to 30, who can successfully sell our line to printers and manufacturers. Tell us all in your first letter which will be held confidential. Address "E. C.," Box 107, care of PRINTERS' INK.

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR YOUR

copy of Harris-Dibble Bulletin.
297 Madison Avenue, N. Y. C.
It presents some good periodical publishing opportunities.

Business Opportunity—If you're wanting high-grade representation in California by young man (31) on commission with drawing account, write Box 482, Printers' Ink.

FOR SALE

High-class California weekly, \$15,000. Nets \$6,000. Terms, Overhead low. Great possible expansion. Ill-health. Box 484, Printers' Ink.

\$150.00 BUYS FOOT-POWER ADDRESSOGRAPH; 27-drawer cabinet attached, 10,000 Model B frames—good condition. DIRECT SERVICE CO., ROCHESTER, N. Y.

Partner to manage selling. Well established Industrial-Advertising film business in large Middle West city. No competition. Excellent proposition. Half interest \$5,000. Box 469, Printers' Ink.

Advertising Writing

Address P. O. Box 456, General Post Office, New York City.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

\$1,500

Will buy a one-third interest in a live drug trade journal. Only able advertising man who can sell space considered. Address Box 486, Printers' Ink.

MENTGES FOLDER FOR SALE

takes sheets up to 14" x 20" for 3 folds; 3/4 h. p. motor; operates rapidly and accurately even in hands unskilled help; used only enough to eliminate new machinery stiffness; will sell at one-third under cost. Green & Ellis Co., 1114 Sansom St., Philadelphia, Pa.

WANTED

A Trade Paper or Magazine

Big organization is in the market for a trade journal or magazine with circulation of from 5,000 to 100,000 to add to its list of publications. Send full particulars in first letter. Address Box 466, P. I.

WE WILL REPRESENT, SELL AND DISTRIBUTE meritorious products; have warehouse and office facilities. Aldon Sales Co., 114 Chambers St., New York, N. Y.

ORGANIZER OF DIRECT-TO-CONSUMER SALES FORCE; Executive with capital will back good man in organizing sales force for marketing any quick-selling specialties through canvassers. "T. I." 707 N. Broadway, Yonkers, N. Y.

NEW PRODUCTS WANTED

We are constantly on the lookout for new propositions. Anything that could be sold by mail or through drug stores is particularly desirable. If you have any specialty and would care to dispose of the selling rights on a royalty basis or otherwise, send full description. Box 453, Printers' Ink.

ADVERTISING MEN

and sales managers like THE PRINTING ART (100-page monthly magazine, 9 1/4 x 12 1/4) for its most unusual exposition of interesting writing-selling principles and illustrated constructive criticism of current advertising. Printers, art directors and students admire its beautiful specimens of commercial art (full pages in color). Those subscribing in June will receive a complimentary booklet, "Advertising of Today—Upside Down and Inside Out," by Robert Ruxton. Money refunded after three issues if not satisfied. Order today—pay bill when rendered. Subscription, \$4.00; Canada, \$4.50. Published by The University Press, Cambridge, Mass.

HELP WANTED

WANTED—YOUNG ARTIST capable of retouching photographs for newspaper reproducing. Must be experienced—and have the knack of "working fast good!" Box 478, Printers' Ink.

CAPABLE MAN

to investigate, analyze, plan and write creative advertising on salary for part time basis. Address Box 460, care of Printers' Ink.

ADVERTISING MANAGER WANTED

A new magazine about to be published requires the services of a hustling advertising manager. Must be one used to high-class clientele. Box 481, P. I.

SALESMAN

Commercial poster salesman wanted by large well established poster lithographing company. State previous experience. Box 462, Printers' Ink.

Bookkeeper about 25 years of age for established advertising agency. Must be thoroughly experienced in checking newspaper and magazine bills, billing advertising, take charge office. Good opportunity and salary for bright young lady. Give full particulars with reference. Address Box 465, care of Printers' Ink.

Trade Journal, doing \$500,000 annual business, needs competent advertising solicitor in New York City. Liberal commission with drawing account. Might sell interest to right man. Box 487, Printers' Ink.

SALESMAN calling on national advertisers selling dealer helps and display material will find a remunerative position with old-established firm; must be a man with experience and following. Box 461, Printers' Ink.

COPY MAN—Growing agency within 150 miles of New York has good opportunity for copy and layout man. Give full particulars regarding education, experience, other qualifications and salary desired. Box 485, Printers' Ink.

ADVERTISING AND EDITORIAL ASSISTANT—There is an unusual opening in an editor's office for a young woman who can type with speed and accuracy, and who is willing to start at \$25.00 in a position with a future. Box 483, P. I.

A man who has had excellent experience in agency contact and copy work and as an assistant advertising manager for one of the largest national advertisers desires a connection with a small agency or progressive manufacturer. Middle West or South preferred. References. Address Box 463, care of Printers' Ink.

Advertising Solicitor Wanted

Must be experienced. To work on Motion Picture Monthly. Our magazine is published for one theatre in each city and contains local advertising. This is a quick-selling proposition and offers a big opportunity to energetic salesmen who can make good on commission basis. New England territory. The Movie Home Journal, 77 Washington St., North, Boston, Mass.

WANTED: LIVE ASSISTANT TO ADVERTISING MANAGER

Somewhere in New York there is a youngster in his twenties who wants to be right-hand man to an advertising manager. He is keen and ambitious, with an eye for details. He knows how to handle printing and engraving and can edit a house-organ. He is a good correspondent. He is a self-starter and neither green nor dyed-in-the-wool. He expects a reasonable salary and the chance to develop. Write, if you are the man, giving full particulars to Box 458, P. I.

WANTED—ADVERTISING MANAGER FOR FOOD AND DRUG FIRM MARKETING NEW PRODUCTS. MUST KNOW HOW TO WRITE COPY, FORMULATE SALES CAMPAIGNS, BUILD DEALERS' SALES HELPS. ONLY A MAN WITH GOOD EDUCATION, A BACKGROUND OF EXPERIENCE AND A SUCCESSFUL RECORD WILL BE CONSIDERED. STATE AGE AND FULL PARTICULARS IN LETTER, WHICH WILL BE KEPT CONFIDENTIAL. A MAN OF HIGH QUALIFICATIONS CAN MAKE A BIG POSITION FOR HIMSELF IN THIS OPENING. BOX 456, PRINTERS' INK.

Wanted—Advertising manager for an Institution Supply Co. selling Furniture, Floor Covering, Window Shades direct to Hospitals—Schools—Churches, etc. The man must know the field and begin with a moderate salary. Advancement will depend on his work. In replying write fully and state salary desired. Of course, all communications considered in confidence. Box 464, Printers' Ink.

EDITOR WANTED

We desire the services of a high-class writer with original ideas to act as editor for a new monthly magazine about to be placed on the market. This is a good opportunity for one willing to start with a moderate salary and grow with us. State qualifications and salary desired; also specimens of copy written. Box 480, Printers' Ink.

WANTED—High-grade advertising man familiar with hardware and sporting goods. Must be experienced in newspaper copy, rates, etc. Agency experience desirable. Previous experience in hardware or sporting goods store will also be an asset. Will have charge of retail advertising service of large manufacturer. Address reply to Box 476, care of Printers' Ink.

WANTED—Advertising Man for a department store who really knows his business and who can write good copy and has some knowledge of merchandise. The business is an important one with connections with houses in several cities and there is a good opportunity for development for an ambitious young man who is willing to begin on a moderate salary and demonstrate his work. Reply to Box 454, Printers' Ink.

Advertising department of large tire company (location New York) is looking for a bright, live young man to assist the manager of its dealers' service division. He will have to oversee the work of half a dozen girls, to handle considerable correspondence and to assist in getting out a monthly periodical which goes to our dealers. While some advertising, newspaper or trade-paper experience is desirable, we are most interested in getting a young chap who has ability along the lines indicated and is adaptable. The job is worth only about \$150 a month to start, but the right man will have every opportunity to get ahead. Tell us about yourself, in strict confidence, everything you would want to know if you were in our position. Box 471, P. I.

MISCELLANEOUS

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

POSITIONS WANTED

Direct-Mail or House-Organ Manager Experience with large national advertisers. Christian; age 25; university trained. Available July 1st. Duffy, 38 Bolivar St., Brooklyn, N. Y.

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PRODUCTION MAN—Familiar with engraving, type, layout, printing and paper. Has also worked on house-organ, and prepared sales literature. Box 479, care of Printers' Ink.

EXPERT COPY WRITER

Copy and plan chief, big N. Y. agencies, 8 years. Exceptionally effective copy, any subject. Address Box 470, care of Printers' Ink.

Advertising Production Man (34)—Printing Estimator with thorough knowledge of Production details. Good at lettering, designing and layouts, six years' agency experience. Box 475, P. I.

ARTIST

Combination Figure, Letterer and Layout Artist in any medium desires to secure permanent connection with reliable organization for half-day position. Box 473, Printers' Ink.

Man of thirty, capable of assisting in many ways on newspaper, desires position with small-town paper. Experience more important than salary. Now manager of largest advertiser in Pennsylvania. Give me the chance to define. C. Dommer, Gen. Dely., Scranton, Pa.

Art Manager—One of leading agencies desires position with "merchandising" agency. Thorough knowledge of layout, type, art, artists, agency and out-door adv. Will also consider position as art contact man (experienced). At present employed. Confidential. Box 468, P. I.

I AM LOOKING FOR A LIVE ADVERTISING AGENCY

who wants to give their retail clients a complete service—showcards and expert counsel on window trimming. Eleven years' experience. Have own equipment. Let me help expand your business. Address Box 474, Printers' Ink.

COPY WRITER

Available July 1st. Now with leading New York Agency. Successful experience on prominent national accounts. Thorough knowledge agency routine. Special merchandising and business training. University graduate. Salary moderate to start. Address Box 472, Printers' Ink.

ADVERTISING MAN

Practical, constructive, experienced executive and producer. Intimate knowledge printing and lithography, having worked in both, designing, writing and producing booklets, folders, window displays and dealer helps. While manager large advertising department installed and made pay complete printing plant. Knows costs, making and administering budgets. Can dig up selling ideas and present them with force and vigor in both direct mail and newspaper copy and display. 38; single; go anywhere. Getting \$4000; want opportunity to earn more. Box 459, Printers' Ink.



WE CONNECT THE WIRES

"ONE OF OUR coming great advertising writers," is the way No. 1271 is sized up by agency executive who knows. Age 33, college and newspaper training, six years selling, three years with big agency on one of its most important accounts. That is the record. Wants "more difficult job," preferably house organ editor or advertising manager. Now getting \$3,000. He's a find for some progressive manufacturer.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LD'G., SPRINGFIELD, MASS.

ART PRODUCTION EXECUTIVE

Ability to plan and produce original ideas for advertising. Working acquaintance with best New York artists. Knowledge of type composition, printing and engraving. Box 477, Printers' Ink.

PUBLISHER'S EXECUTIVE. Young man of willing and industrious character seeks position on magazine or house-organ. Writer and editor. Experienced in promotion work. Knows make-up, typography, mechanics of printing, paper and engraving. Box 457, Printers' Ink.

ARTIST—If you want a young man with some experience in the commercial game, one whom you can mould your own way, write. He has samples, knowledge of production, also can produce ideas. Box 455, care of Printers' Ink.

This Advertising Man Has "The Habit of Making Good"

Keen-minded, congenial, hard-working, loyal and friendly kind of chap who knows his book on advertising, copy writing, layouts, printing, paper, engravings, production, promotion, house organs and purchasing. Thirty-four years of age, married and a father. Newspaperman, reporter, special writer, editor and general publicity expert for ten years preceding the war. In advertising field since 1918. Cut down advertising expenses and increased sales 35 per cent for national organization, a 20-million dollar turnover, during 1920 and 1921, a record mighty few advertising or sales managers can boast, truthfully. Director of advertising department of 20 high-class copy writers, artists, clerks and stenographers. Has prepared or supervised copy, layouts, art work, engravings and publication of more than 2000 different catalogues, booklets, broadsides and folders. Can show you conclusive evidence of his ability and character. Hadn't you better open your door to him right now? A five-minute letter might be the most profitable of your today's jobs! Box 467, P. I. ters' Ink.

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Outdoor Advertising

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Thos. Cusack Co.

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HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8 500 CITIES AND TOWNS

4 - COLOR Rotogravure

The Chicago Tribune announces the invention and practical use of rotogravure presses which print in two or four colors.

That you may see what delicate yet vivid color work this unique process achieves, we suggest that you write to any one of the following addresses for a sample copy of The Sunday Tribune's "Color Magazine."

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York

Tribune Bldg.
Chicago

Hass Bldg.,
Los Angeles